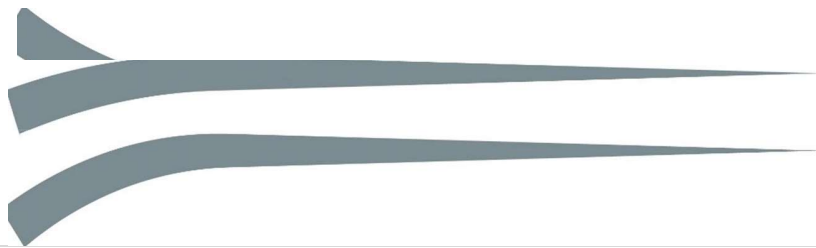




# Knutsford & District Motor Club

## Social Media Policy





<b>Version I.D</b>	<b>Author</b>	<b>Date of review</b>	<b>Review points</b>	<b>Endorsed by KDMC Executive Committee date</b>
V 1.0	L. Skilling Web/Social Media Officer	30/11/2024	Policy rewritten from scratch	

This policy will be reviewed annually or when there is a legislative change or review due to lessons learned or best practice guidance.

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## 1. Introduction

Knutsford & District Motor Club (KDMC) recognises that many children and young people today are fully engaged in a fast-moving and ever-changing technologically advanced world. Most children have access to computers and smartphones either in school and/or at home. In addition, the increasing use of smartphone technology with access to the mobile internet means that there are few restrictions on when and where children have access to social media sites.

KDMC aims to provide a service to our existing and future fans and as a result, chooses to use a range of social media sites to engage with young fans.

KDMC is committed to safeguarding the welfare of children and young people who engage with the Organisation on any social media sites used by the Organisation and as a result has developed a policy to support the clubs' work on any such sites.

KDMC recognises that any initial policy could very quickly develop into a more interactive involvement with young fans and therefore this policy will be reviewed on an annual basis or after the outcome of any serious issue or incident as a result of the use of social media sites by KDMC, volunteers or fans.

This policy is endorsed by the KDMC Executive Committee.

## 2. The Aims of this Policy are:

- To ensure the principles of safeguarding are upheld within KDMC media channels, ensuring that fans, members and competitors are able to safely engage in a range of activities including education, fan participation, competitions.
- To ensure that KDMC website incorporates direct links to e-safety safeguarding information, including access to Child Exploitation and Online Protection (CEOP) link '[click to report](#)'.
- To regularly review the processes involved in the use of KDMC social media sites by children under 18 years of age.
- To ensure that appropriate reporting procedures are followed if any abusive or illegal content or activity is identified.



### 3. Delivery

KDMC will be active on third party social networking sites which are known to engage with children, as follows:

Facebook: <https://www.facebook.com/KNUTSFORDDMC>

X: <https://x.com/KnutsfordDmc>

Instagram: <https://www.instagram.com/Knutsfordmotorclub>

### 4. Management

KDMC social media Officer is responsible for: -

- The day-to-day management of any KDMC social media systems
- Deciding which links will appear on the KDMC site and the acceptability of access to other sites
- Manage any other key staff or volunteers who may be involved in the monitoring of any internal or third-party sites used by KDMC
- Initial interface with KDMC Safeguarding Officers, in tandem with the KDMC Webmaster
- Monitoring approved use of KDMC content of any third-party websites used by Motorsport UK, including X, Facebook and similar sites

### 5. Monitoring

KDMC Social Media Manager will be responsible for:

- Monitoring the acceptable use policy and clarify unacceptable behaviour including harassment, defamation, obscene or abusive language, the uploading of libellous, defamatory, obscene, illegal or violent material, or depicting nudity. This list is not exhaustive, and KDMC may wish to add additional issues
- Referring any breaches of this policy to the Safeguarding Officer, and who in turn may refer any breach of conduct obligations to the Motorsport UK National Court whether for disciplinary purposes or for an Inquiry
- Key monitoring staff who have contact with children and young people who interact with KDMC webpage or Social Networking



## 6. Training and development

- KDMC will support any training and development regarding social media issue and delivery across its third-party sites and website, these will be raised via the Executive Committee.

## 7. Target Age

- KDMC has identified that: The minimum age requirement for registration on relevant site(s) should be 13 years
- In line with government guidance children under 13 years of age are not permitted to join KDMC Social Networking Sites
- Any commercial advertising which appears on parts of Motorsport UK website that is targeting children under 18 years of age will adhere to the relevant guidelines and codes of conduct for advertising to minors, guidance can be found at: <https://www.gov.uk/marketing-advertising-law/advertising-codes-of-practice> <https://www.asa.org.uk/codes-and-rulings/advertising-codes.html>
- All personal information held or stored must be in line with The Data Protection Act 1998 & GDPR 2018

## 8. For further information about staying safe online please refer to

Child Exploitation and Online Protection Centre (CEOP) [www.ceop.police.uk](http://www.ceop.police.uk)

Tel: 0870 000 3344 or 0370 496 7622 [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk)

CEOP provides a 24/7 single point of contact for law enforcement, industry, non-government organisations and the public for reporting instances of online child abuse or potential online abuse in the UK.

## 9. Guidance for Club Officials - Managing Social Media Sites

KDMC is committed to safeguarding children. If any member of KDMC creates/operates a social media site with links to the Motorsport UK website, or any references to Motorsport UK, they are advised to adhere to the following guidance to ensure their responsible use of Motorsport UK Web Pages and Social Networking Sites. This also includes the use of Texts and Emails. Any breaches of this guidance will be referred to Safeguarding Officers.



## 10. Guidance for Parents & Carers - Social Media Sites

The Following is a template Code of Conduct for Parents and Carers in relation to the responsible use of KDMC Web pages, Social Networking Sites, Texts and Emails. This template can be used within KDMC to provide to parents and carers.

KDMC is committed to safeguarding children and acknowledges that whilst the internet brings many benefits and opportunities it also opens some new risks and challenges. Guidance is offered for parents/carers on how to help children stay safe online.

This can be found at:

<http://www.thinkuknow.co.uk/parents>

<http://www.ceop.police.uk>

KDMC would ask you as a parent/carer to be aware of the following best practice promoted within football. If you need further advice or guidance please contact the Club Safeguarding Officer (CSO).

### **KDMC Will Not**

- Host any participant's profiles or personal details of young drivers/anyone under 18 years of age on club sites without the written consent of their parent/carer
- Place pictures of individuals on Motorsport UK websites or social media pages without the express permission of parents/carers
- Post or host items which may be considered hurtful, offensive, threatening, racist or discriminatory or which may otherwise cause offence or harm to another or might incite such behaviour in others

### **Do abide by the Motorsport UK and Club guidance on the use of Social Media sites by:**

- Knowing who the CSO is, and how to contact them if you have any concerns about the content of KDMC or Motorsport UK web pages or in relation to the welfare of your child
- Ensuring you are aware of how staff/volunteers and other members of the club should communicate with your child
- Showing an interest in communications between the club, your child and yourself. Open communication about club activities/issues often means that concerns are picked up early and issues can be resolved more easily
- Familiarising yourself with Motorsport UK guidance for clubs in relation to websites, text messaging and social networking sites



- Familiarising yourself with the Social Networking sites your child is using. Did you know children U13 are not supposed to use Facebook? 13-17-year olds are given different 'set up' security features within Facebook so please ensure that they are set up correctly using their real DOB and haven't bypassed this
- Understanding the club's communication practices. If the club/college/coach or individual uses text messages or emails as a source of communication and you are not being copied in, request to be copied into anything sent to your child immediately
- Ensuring your child understands that they should tell someone that they trust about communications that make them feel uncomfortable or when they've been asked not to tell their parent/carer or coach about the communication
- Remembering as a parent/carer of a child at the club you and your child are responsible for and need to abide by the Club Policy, Motorsport UK guidance and (Regulations) regarding comments that you place online about the club or club employees, Motorsport UK, drivers, team managers, club officials, opposing team's drivers participants officials or family members of any of those groups
- Inform the CSO or Motorsport UK's Head of Safeguarding as soon as possible if you or your child receives any inappropriate communication from any member of staff/volunteer or other person associated with the (club/team/Motorsport UK) and save the communication
- Follow the guidance given by the NSPCC [Let's Keep Kids Safe Online](#)
- <https://www.nspcc.org.uk/preventing-abuse/keeping-children-safe/online-safety/>
- If your son or daughter receives images or messages which are offensive, threatening, or unsuitable please copy and save them elsewhere or print them off before removing or destroying them. They may be needed as evidence by Motorsport UK Safeguarding Team or other agencies involved in the protection of children online
- If the above image is an indecent image of a child (anyone under 18), please **DO NOT COPY** the image. You will be committing a criminal offence if you do so
- Look at the guidance offered by the Child Exploitation Online Protection (CEOP) centre. CEOP provides guidance for parents/carers, children and young people. They also provide the most up to date guidance for online environments
- If you have serious concerns for the welfare of your child report it directly to CEOP: <http://www.ceop.police.uk> and speak to the CSO as soon as possible, or use the click to report button
- If the online safety is deemed to be an emergency situation, then please contact the police as an emergency, and notify the CSO as soon as possible, if the issue relates to conduct of a Motorsport UK/Club/academy member employee or volunteer





## 11. Guidance for KDMC Volunteers - Social Media Sites

- The following is KDMC's guidance for Volunteers in relation to the responsible use of KDMC Webpages, Social Networking Sites, Texts and Emails
- KDMC is committed to safeguarding children. The following guidance is provided not as an obstacle but to support the club to manage their safeguarding responsibilities effectively. It aims to ensure children, young people, coaches and adults in a position of trust with KDMC's activities are not subjected to improper communications or improper allegations

### Do

- Obtain written consent from parents/carers before group email or texts are used to communicate with any child U18s
- Know who the CSO's are
- Explain to parents/carers and club/team members the purpose and method for coaches, team managers and club officials to communicate by text and/or email with their child
- Use group texts or emails whenever possible and consider a club policy for copying in the parent/carer or the designated member of the club to all communications with young people
- Make sure texts or emails are only in relation to specific club related activities e.g. informing young people about changes in travel arrangements, training times or venue changes etc
- Report to a CSO any instance(s) where you have received any inappropriate communications from a young person or a family member. The CSO will then agree what action the club will take, notifying parents/carers and any other appropriate individuals or agencies
- Abide by this Club Code of Conduct in relation to the use of Social Media Networking sites, Mobile Phones and E-communications. Advise your CSO of any non-club related emails/texts/other communication you receive

### Do Not

- Use text or emails for personal conversations, sending pictures, jokes or other items of a personal nature or engage in any 'banter' or comments with or about children at the club
- Use internet or web based mobile phones or other form of communications to send personal messages of a non-motorsport nature to a child or young person
- Respond to emails or texts from young people other than those directly related to club matters
- Use language that is directly (or could be misinterpreted as being) racist, sexist, derogatory,



threatening, abusive or sexualised in tone

- Accept as a friend, young driver or any person employed or volunteering at the club who is under 18 on social networking sites
- Share your own personal social networking sites with children or young people involved at the club/driving centre/team or ask them to be your 'friend'
- Make contact with children or young people known through motorsport outside of the motorsport context on social networking sites
- Post personal comments in relation to the management or operation of the club, club officials, event officials, children, parent/guardian or opposition teams or any family members of those groups
- Delete any inappropriate text or email messages sent to you as they may form part of any subsequent investigation

## **12. Guidance for Children & Young People under 18 years**

The following is a template for Motorsport UK's member clubs/groups/team to use.

Code of Conduct for U18s in relation to the responsible use of club/team/group Web pages, Social Networking Sites, Texts and Emails.

Mobile technology is a key part of everyday life and includes how and where you may find information about your motorsport club/group/team. It is a great way to get and share information. Within [club/group/team] we want you to use social networks, the internet, texts and email safely to find the information you need. Motorsport UK and [club/group/team] is committed to safeguarding your welfare and has worked with Motorsport UK to produce the guidance below to help keep us all safe

### **Do**

- Know who the CSO is: (details)
- Set appropriate privacy settings on your social network site(s)
- Know who from your KDMC should be contacting you and how they should be contacting you. If they use text messages or emails as a source of communication your parents may be copied into anything sent to you
- Tell an adult you trust about any communications that make you feel uncomfortable or that asks you not to tell your parent/carer or coach
- Talk to a person you trust or the CSO OR Motorsport UK Head of Safeguarding Linda Medlicott if



you are unhappy about anything sent to you or said about you over the internet, social networking sites, text messages or via email

- Tell an adult that you trust if an adult involved at your [club/group/team] or involved in motorsport asks you to become their friend online and inform your CSO
- Abide by this Code of Conduct in relation to the use of Social Media Networking sites, Texts and Emails
- If you want to know more about how to keep safe online explore the CEOP 'Think U Know' website to familiarise yourself with e-safety issues
- Report concerns directly to the police by clicking on the CEOP link below:  
<http://www.ceop.police.uk> <http://www.thinkuknow.co.uk/>

#### **Do Not**

- Post, host, text or email things that are hurtful, insulting, offensive, abusive, threatening, or racist as this would go against Motorsport UK or [club/group/team] rules and could also be against the law
- Post personal comments in relation to the management or operation of the club, club officials, event officials, drivers, opposition team member(s)), or any family members of those above
- Engage in any personal communication, 'banter' or comments with staff / volunteer(s), motorsport officials, (etc)
- Give out personal details online including mobile numbers, email addresses or social networking account access to people you don't know well offline
- Invite any adult involved with the [club/group/team] to become your friends online or accept them as a friend on any social network site. They have been told they must not accept such invitations
- Use internet, web-based, phone or any other form of communication to send personal messages of a non-motorsport nature to any member of staff/volunteer at the [club/group/team]
- Delete inappropriate text or email messages sent to you as they may form part of any subsequent investigation

#### **13. Sexting sometimes referred to as 'youth produced sexual imagery':**

There is no accepted definition of 'sexting' but most professionals agree that it refers to the sending or posting of sexually suggestive images, including nude or semi-nude photographs of a person under 18 years of age, via mobiles or over the internet. The UK Council for Child Internet Safety defines sexting as



the production and/or sharing of sexual photos and videos of and by young people who are under the age of 18. It includes nude or nearly nude images and/or sexual acts. It is also referred to as 'youth produced sexual imagery'.

'Sexting' does not include the sharing of sexual photos and videos of under 18-year olds with or by adults. This is a form of child sexual abuse and must be referred to the Police.

Guidance for staff and volunteers dealing with a sexting incident/disclosure:

- The incident should be referred to the CSO immediately and the CSO will clarify the concerns with any staff involved in reporting and ensure concerns are accurately recorded and reported to Motorsport UK's Head of Safeguarding
- Motorsport UK advise that you never view the images. However, the current UKCCIS guidance suggests that in very limited circumstances, it may be necessary to do so. However, Motorsport UK advice is to never view the image
- If you have already viewed the imagery by accident (e.g. if a young person has shown it to you before you could ask them not to), report this to the CSO
- Do not delete the imagery or ask the young person to delete it
- Do not ask the young person(s) involved in the incident to disclose information regarding the imagery. This is the responsibility of the CSO
- Do not share information about the incident with other members of staff, the young person(s) it involves or their, or other, parents and/or carers
- Do not say or do anything to blame or shame any young people involved
- Do explain to them that you need to report it and reassure them that they will receive support and help from the CSO
- If there is a concern a young person has been caused distress, harmed, or is at risk of harm, a referral will be made to the Police immediately. The Police do not seek to criminalise young people but take sexting very seriously and will take appropriate action which may include the seizing of devices and speaking to the young people involved. Online abuse through sexting can have very serious consequences and undertaking an investigation at Club or Organisation level can lead to images and evidence being deleted which prevents appropriate action being taken to support and/or educate those involved or impacted by these issues. Parents will be informed at an early stage and involved in the process unless the police advise against this or there is good reason to believe that involving parents would put the young person at risk of harm.



Let's achieve a healthy and positive environment on-track and off-track, together



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