

Safeguarding Policy - Appendix 10

Social Media and Safeguarding

Introduction

StreetGames embraces the use of social and digital media. We manage a number of Facebook pages, Twitter accounts, YouTube channels, Instagram. We also use various online platforms to spread the message of doorstep sport for young people living in the UK's most deprived communities.

This document has been created using the NSPCC's Child Protection in Sport Unit document *Using Social Networking Services and Social Media: Promoting Safe and Responsible use* briefing paper as a guide to developing our own approach to safeguarding and social media.

This document is a part of StreetGames overall Safeguarding policy that is used across the organisation. It is therefore to be used in conjunction with all the other elements of the policy.

Summary

As StreetGames develops and improves its ways at communicating with the network and with young people it is critical that safeguarding protocols keep pace with the raft of communication methods that we and young people use.

This document focuses on the safe use of social media and guidance for StreetGames staff members in the use of social media. It includes the following:

- Understand the safety aspects including what is acceptable and unacceptable behaviour on a social media
- Relevant legislation and good practice guidance in relation to social media
- How our social and digital media will be managed.
- The conduct of StreetGames staff and volunteers on social media
- Reporting procedures relating to content or conduct on social media.

Who do this document apply to?

This document is for everyone in the organisation considering the use of social media in relation to their role at StreetGames, or in relation to staff members of StreetGames engaging with the organisations social media from their personal accounts.

This guidance specifically targets the following people:

- The designated safeguarding officer
- The communications and marketing team
- Staff responsible for promoting activities and opportunities to children and young people (including volunteering opportunities, residentials, summer camps etc)
- IT Manager

These are the key people who will be involved in managing StreetGames involvement in social media and they will need to work together to ensure that the necessary safeguarding measures are in place and followed on a day to day basis.

As stated, the details of this document do apply to all staff and volunteers across the organisation.

What opportunities does the use of social media offer StreetGames?

Social networking services allow users to create their own content and share it with a vast network of individuals sometimes referred to as online communities. People from all over the world can meet and share interests online. There are several hundred social networking services.

Social media provides StreetGames with opportunities to engage, connect and develop relationships with:

- Organisations in the StreetGames network
- Other organisations working with children and young people
- Young people engaging in StreetGames activities
- Members of the public

StreetGames can share with these groups Information about an events, activity or volunteer opportunities, news stories and campaign messages that can be dissipated virally amongst supporters within online communities. Therefore social media provides StreetGames with an opportunity to spread the work it is doing to many people in a quick and easy way.

What are the potential risks to children and young people using social networking and other interactive services?

With all emerging technologies there is also the potential for misuse. Risks associated with user interactive services include: cyber bullying, grooming and potential abuse by online predators, identity theft and exposure to inappropriate content includes self-harm, racist, hate and adult pornography.

The Byron Review (2008) sets out the risks to children posed by the Internet and illustrated by following the grid

	Commercial	Aggressive	Sexual	Values
Content (child as recipient)	Adverts Spam Sponsorship Personal Info	Violent/hateful content	Pornographic or unwelcome sexual content	Bias Racist Misleading info
Contact (child as participant)	Tracking Harvesting personal info	Being bullied, harassed or stalked	Meeting strangers Being groomed	Self-harm Unwelcome persuasions
Conduct(child as actor)	Illegal downloading Hacking Gambling Financial scams Terrorism	Bullying or harassing another	'Sexting' - Creating and uploading inappropriate material	Providing misleading info/advice

Most children and young people use the Internet positively but sometimes behave in ways that may place themselves at risk. Some risks do not necessarily arise from the technology itself but result from offline behaviours that are extended into the online world, and vice versa. Potential risks can include, but are not limited to :

- Bullying by peers and people they consider 'friends';
- Posting personal information that can identify and locate a child offline;
- Sexual grooming, luring , exploitation and abuse contact with strangers;
- Exposure to inappropriate and/or content;
- Involvement in making or distributing illegal or inappropriate content;
- Theft of personal information;
- Exposure to information and interaction with others who encourage self harm;
- Exposure to racist or hate material;
- Encouragement of violent behaviour, such as 'happy slapping';
- Glorifying activities such as drug taking or excessive drinking;
- Physical harm to young people in making video content, such as enacting and imitating stunts and risk taking activities;
- Leaving and running away from home as a result of contacts made online.

Potential indicators of online grooming and sexual exploitation of children and young people

There is also concern that the capabilities of social networking services may increase the potential for sexual exploitation of children and young people. Exploitation can include exposure to harmful content, including adult pornography and illegal child abuse images. There have also been a number of cases where adults have used social networking and user interactive services as a means of grooming children and young people for sexual abuse. Online grooming techniques include5:

- Gathering personal details, such as age, name, address ,mobile number, name of school and
- photographs;
- Promising meetings with sports idols or celebrities or offers of merchandise;
- Offering cheap tickets to sporting or music events;
- Offering material gifts including electronic games, music or software;
- Paying young people to appear naked and perform sexual acts;
- Bullying and intimidating behaviour, such as threatening to expose the child by contacting their
- parents to inform them of their child's communications or postings on a social networking site,
- and/or saying they know where the child lives, plays sport, or goes to school;
- Asking sexually themed questions, such as 'Do you have a boyfriend?' or 'Are you a virgin?'
- Asking to meet children and young people offline;
- Sending sexually themed images to a child, depicting adult content or the abuse of other
- Children;
- Masquerading as a minor or assuming a false identity on a social networking site to deceive a
- child;
- Using school or hobby sites (including sports) to gather information about a child's interests
- likes and dislikes.

Guidelines and expectations for the safe use of social media

StreetGames has considered the risks and indicators above when developing the following set of guidelines for the organisation, staff and volunteers on the use of social media. We have also set out the expectations on staff and volunteers when using social media.

The following information also contains practical safety measures for StreetGames online safeguarding strategy.

Safeguarding strategy, policies and procedures

This document is to be used in conjunction with a number of StreetGames existing policies and procedures and it is the role of StreetGames to ensure its social media profiles and website adhere not only to this document, but to the following policies and procedures

- safeguarding and child protection Policy
- Vulnerable adults policy
- Boundaries for staff risk policy
- ICT Policy
- Complaints procedure policy
- Health and safety policy
- Recruitment policy
- Record management policy

Reporting concerns in relation to StreetGames social media and website

The reporting of any concerns in relation to activity or content on StreetGames social media channels or website are to follow the same procedure as set out in the Appendix 6 of the StreetGames Safeguarding policy. This process is led by the designated safeguarding officer and the deputy chief executive of StreetGames.

Management of StreetGames online profiles and website

The management of StreetGames social media profiles is led by the director of fundraising and communications. The update and creation of content for social media channels on a regular basis is the responsibility of the following staff:

IT Manager
Director of Fundraising and Communications
Digital Marketing and Media Manager
Digital Marketing Officer
Press and Publicity Manager
External PR agencies used by StreetGames

The staff members carrying out these roles will undertake regular and recognised safeguarding training and will receive support from the designated officer in the development of content that is to be directed directly towards young people. **It is fully expected that other staff members will post information on social media, particularly in relation to the promotion of opportunities to young volunteers. These staff members will also undergo regular safeguarding training and undertake a regular DBS check as they will be in regulated activity.**

The designated officer will also be involved in the planning of any social media campaigns that involve communication directly with young people via the StreetGames social media profiles.

External Agencies

StreetGames does use external agencies for PR support and this does include social media and website content. The social media content created and managed by PR agencies is not usually directed at young people about opportunities and events, but in raising awareness of the work of the charity and its campaigns. We will treat the staff of any external agency in the same way as a StreetGames staff member or employee in relation to safeguarding. We will ensure that the agencies used understand our approach to safeguarding and our policies and procedures. If deemed necessary we will provide training for these agencies

Monitoring posts about StreetGames

- As part of active social media engagement, it is considered good practice to pro-actively monitor the Internet for public postings about StreetGames and its work.
- Streetgames should effectively respond to social media comments made by others according to processed laid out in StreetGames policies.

- These responses are to be managed by the Head of fundraising and communications. It is expected that any responses may be decided in conjunction with Chair of the Board of Trustees, Chief Executive, Deputy Chief executive and designated safeguarding lead depending upon the nature and seriousness of the response.

Behaviour and conduct of StreetGames Staff and volunteers on a social media

The following expectations of StreetGames staff and volunteers when utilising StreetGames website and social media channels relate to profiles and channels used in relation to their roles at StreetGames. There are also expectations on staff and volunteers in relation to their own social media profiles and their connections to StreetGames and the work of the charity.

Expectations in relation to the website and StreetGames social Media channels

- Act responsibly when using online media for work and personal use.
- Know the contents of and ensure that any use of social media is carried out in line with this and other relevant policies;
- Attend appropriate training
- **‘think before you post’** - Consider any messages, photos, videos or information – do they comply with StreetGames policies. Is the content e.g. photographs and text appropriate to the audience? Seek guidance from the communications team and/or the designated safeguarding officer;
- Regularly monitor, and update any content posted on a StreetGames social media account; When adding any content about opportunities avoid taking personal details of children and young people via social media - personal details including home and email addresses, schools, mobile numbers.
- Promote safe and responsible use through actions and good practice.
- Where staff are managing social media accounts in relation to areas of their work and it is required to engage with young people directly. All communication is to be done via this social media profile.
- **Do anything that may be considered discriminatory against, or bullying and harassment of, any individual.** For example, making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, religion, belief or age; using social media to bully another individual; or posting images that are discriminatory or offensive or linking to such content.
- Report any concerns in relation to the content and use of StreetGames website and social media channels to the designated safeguarding officer or to the Deputy chief executive. This may include
 - Content posted on any social media channel or the website
 - Conduct of staff/volunteers or partner organisations on social media
 - Comments made in relation to StreetGames on social media channels

Expectations in relation to personal social media profiles

- In all cases, where a personal account is used which associates itself or impacts upon StreetGames and its campaigns or programmes, it must be made clear that the member of staff is not communicating on behalf of StreetGames with an appropriate disclaimer. Such personal communications are within the scope of this policy.
- Personal communications which do not refer to or impact upon StreetGames are outside the scope of this policy.
- Staff are not permitted to follow or engage with current or prior young people engaged with StreetGames on any personal social media network account. In this instance young people are deemed those under 25 years of age.
- Report any concerns in relation the personal conduct of StreetGames staff or volunteers on social media channels to the designated safeguarding officer or to the Deputy chief executive. This may include
 - Content posted on any social media channel that contradicts the expectations of StreetGames staff and volunteers
 - Conduct of staff or volunteers on social media
 - Comments made in relation to StreetGames on social media channels
- Any content that is uploaded to personal social media accounts, or actions on social media that do not follow these expectations may result in StreetGames following its grievance procedures against the individual.