Media policy

It is important when using social networking sites such as Facebook, Instagram, WhatsApp or Twitter that coaches maintain confidentiality and ensure proper practice at all times. This is to protect the children, parents & families along with our staff. It is also to guard our reputation and the coaches own personal reputation.

Coaches must act in the best interests of the children & the business.

Coach guidelines when using social media sites include but are not limited to:

* Coaches must not mention any of the children from the business on their online profiles.
* Coaches must not write direct or indirect suggestive comments about work on their online profiles.
* Coaches must not publish photos of the children on their online profiles.
* Coaches must not publish photos of other staff whilst at work on their online profiles.
* Coaches must not write anything about other coaches members, children or parents on their online profiles.
* Coaches must not use mobile phones to access personal social networking sites during their contact hours.
* Be cautious & mindful when accepting friend requests from colleagues.
* Coaches are advised to set their online profiles to private so that only friends can see their information.
* Coaches are responsible for adhering to the terms of service of each site they use.
* Personal profiles should not contain any images or videos which may be perceived as inappropriate behaviour for a childcare professional.
* Coaches must not use their personal pages to communicate with parents or children.
* Any breaches of the Facebook & social networking policy could result in disciplinary action.
* Coaches must use social media in a professional, safe, responsible & respectful way. You must comply with the law.
* Coaches must not use social media to attack, insult, abuse, defame or make negative or discriminatory comments about anyone.

Coaches must be mindful that everything you post online is public, even with the strictest privacy settings. You must assume that everything is permanent & may be shared.

We Facebook, Instagram & Twitter pages available. These are all communication tools for the setting which are used regularly and safely. We will use it to

* Promote certain events, classes or activities
* Show the range of activities we offer
* Promote the different classes we deliver
* To show photos of special events or important dates
* Celebrate individual successes
* Act as an information/communication point for parents

Parents are required to give photography consent via the online booking system. If you have any individual requests regarding the use of imagery involving your child please speak to us directly [info@multisportscoaching.co.uk](mailto:info@multisportscoaching.co.uk)

We also have a website which we sporadically update with photography which we have photo consent to use.

Children’s names will never be used in any of our marketing materials and the confidential information of a child will always be protected.

The business owners & senior coaches are the page administrators and will update the page on a regular basis. All who have access to the page admin have safeguarding children qualifications and are knowledgeable on the changes to keeping children safe in education 2023.

The page administrators reserve the right to remove any comments at any time. The intent of the policy is to protect the privacy and rights of the children, coaches, business & families.

We will remove any postings that

* Name specific individuals in a negative way
* Are abusive or contain inappropriate language or statements
* Use defamatory, abusive, or generally negative terms about any individual
* Do not show proper consideration for others privacy
* Breach copyright or fair use laws
* Contain any photos of children without necessary parental consent

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