

Irish Pony Club Social Media Policy

Facebook

Facebook is a valuable social media platform, which allows individuals or organisations to connect easily and directly with friends (in the case of individuals) and with fans (in the case of organisations or companies). The Irish Pony Club's Facebook page is a 'fan page' which means that anyone with a Facebook login can visit the IPC 'page' or 'wall'. If you wish to comment on a post that IPC has made on the page, you must click 'like' to become registered and to have the access to leave a comment. Posting information on Facebook makes it easier to share news, photos and videos, and to hear what one's fans have to say.

Code of Conduct

Please be respectful at all times, and understand that comments, images, videos and other material posted to our social media pages may be removed in the event that such material is inappropriate or offensive.

The Irish Pony Club's social media pages are operated in line with the IPC Child Protection and Welfare Policies and Procedures.

Please note the Irish Pony Club will not tolerate any of the following on its social media pages and comments will be removed if found in breach:

- Defamatory material
- Material infringing copyright or intellectual property rights
- Material in breach of privacy or confidentiality obligations
- Offensive, obscene or sexually violative material
- Threatening, abusive or insulting statements likely to stir up hatred

If you experience an issue or problem while using the Irish Pony Club Facebook page, please contact the National Children's Officer or the National Designated Liaison Person.

Your feedback and ideas are welcome.

Branch Facebook pages

- If your branch wants to use Facebook they should set up a 'Page' not a 'Group'.
Facebook pages are designed to be set up by genuine organisations, where as Groups can be set up by anyone on a fun basis. Using a Page means that the Irish Pony Club brand is represented properly, and the IPC can quickly use Facebook to remove any Pages that are not official.
- Your Facebook page should be named correctly, as per your Pony Club Branch. This enables the IPC to see that the Pages on Facebook are being run by the Branch and not someone else. It also helps to ensure the Irish Pony Club is represented correctly.

- Do not allow your Facebook page to be littered with advertising / spam. You may allow posts from acceptable businesses that support your branch and associated organisations but ensure that posts from any products or organisations you do not know are removed. Advertising from tobacco and alcohol industry are prohibited. This means the messages you are delivering to your Members are not diluted and it keeps your page looking tidy and official.

Twitter

Sports Leaders and Officials are advised to use protected Tweets thus only allow certain people, such as those from your Branch who are using Twitter, to see your Tweets. This means that when people want to follow you, they have to request permission from you and you have to allow them to follow. Once allowed they will be able to see your Tweets.

Choose a username which represents your Branch properly, but which is not too long.

E Safety Guidance for Officials, Staff & all Sports Leaders

Many members, volunteers and Instructors already use sites such as Facebook and Twitter. It is essential that you keep both yourself and young people safe online and, as an adult, you have a key role to play in actively promoting these safety measures.

While social network profiles are easy to set up and use, it is important that you keep a professional distance online, just as you would in the 'offline' world. Think carefully about how digital communication (e.g. comments, photos etc.) may appear to a third party, compared with a conversation in the real world, as there is increased potential for messages to be misinterpreted and forwarded to others.

If you have a website or have set up a social networking site for your Branch, bear in mind that once you place something there, it is in the public domain, which means people can access it, potentially change it and share it with others.

The Irish Pony Club considers it **best practice** that adults involved in any capacity with the Pony Club **must not** accept members as their friends on their **personal** Facebook or Twitter pages.

Guidance for Officials / Sports Leaders / Staff

- Remember you are in a position of trust as a volunteer
- Remember some sites have an age restriction (i.e. Facebook has a minimum age of 13 years)
- Only set up pages for events, activities or groups for which you are responsible
- Do not use your personal social networking account to communicate with young people
- Conduct yourself in an appropriate way as you would face to face. Be aware of what you say and how you say it – the use of sarcasm and innuendo are not appropriate
- Don't engage in on-to-one conversation with young people via chat facilities – this is the same as going into a private room and closing the door
- Do not provide personal details, such as email addresses, school name etc. for young people on your website or social networking channel
- Always ensure you have parental permission to use any appropriate photos of young people (ensure all members sign either a new member's application form or a membership renewal form annually which includes permission for use of photos), and do not name members in captions.
- When emailing or texting young people always copy the message to another responsible adult preferably the member's parent. Use the BCC' facility to avoid sharing email addresses.
- Appoint a responsible adult (preferably someone familiar with Facebook etc.) to manage the page. They must monitor interaction between users (members and the public) – comments on photos and activities posted.
- If you are concerned about the way a young person is attempting to contact you, tell the Branch Children's Officer and/or the Branch Designated Liaison Person (DC)
- Know how to block someone online and report them to Facebook if you feel uncomfortable.

E Safety Guidance for Young People

The internet and mobile phones make it easy to talk and communicate with your friends quickly and cheaply.

The following points are intended to keep you safe online;

- Do not give out personal details such as your address, mobile number or location on any website or on the phone.
- Do not communicate with people on social networking sites if you do not know them.
- Do not meet up with anyone who you have only met and spoken to online.
- Make sure your social networking profile is set to private or for friends only.
- Only accept 'friends' request from someone you actually know.
- Remember that any photos, video clips and comments uploaded to the internet may be there forever *even if you delete them*. They may also be viewed by people that you may not think will see them.
- When uploading photos of yourself and friends make sure your friends are happy for you to do so.
- Never upload photos or send comments that may be hurtful to others.
- Make sure you know how to block someone on a social networking site, and if necessary report them.
- If you are worried and would like help, tell your parents or a responsible adult such as your school teacher and go to
www.childnet.com – Young People & Social Networking Sites Guide and
www.ceop.police.uk – Child Exploitation and Online Protection Centre.