



**British Taekwondo Council**

# Social Media Policy

Version 2

Reprinted March 2017

**UKSPORT**



BTC Ltd is recognised by **UK Sport** as the NGB for Tae Kwon Do in the UK

# BRITISH TAEKWONDO COUNCIL

## Social Media Policy

Version	Author	Date	Review Date
2	Trevor Nicholls	May 2016	May 2018

Section	Title	Page
1	<b>Purpose</b>	2
2	<b>Scope</b>	2
3	<b>Policy Statements</b>	2
3.1	General	2
3.2	Review of Social Media Proposals and Content to be published on Social Media Forums	3
3.3	Content Published to Social Media Forums on Behalf of the British Taekwondo Council	4
3.4	Social Media Functionality – Tagging, Ratings, and Portable Content	4
4	<b>Social Media Terms</b>	5
<b>Appendix</b>		
1	Social Media Good Practice	6

## **1. PURPOSE**

The purpose of this Policy is to provide guidance on the appropriate use of social media by Members Organisations of the British Taekwondo Council (BTC). Said Member Organisations' members should conduct all use of social media in accordance with applicable laws, industry guidance, legal restrictions, BTC guidance and privacy and confidentiality requirements.

## **2. SCOPE**

- 2.1. This policy applies to all individuals representing the British Taekwondo Council either directly as an employee or contractor (Third Parties), or as a member (for example as an instructor/coach or student within the BTC Member Organisations), whether engaging or causing others to engage in Social Media which may misrepresent or bring into disrepute the British Taekwondo Council or its members. The aim of this Policy is to assure that such practices are conducted in compliance with applicable laws, regulations and guidance outlined in Appendix 1 of this document.
- 2.2. To the extent that laws and regulations' applicability are unclear, the British Taekwondo Council will make reasonable judgments regarding applying existing print rules to Social Media forums and will conform to industry practices to the greatest extent possible.
- 2.3. British Taekwondo Council representatives working with Third Parties (eg Volunteers, Contractors) are responsible for assuring that Third Parties adhere to the principles of and are aware of this policy and will effectively monitor their activities whilst engaged in British Taekwondo Council-related activities. Third Parties may not undertake activities on behalf of the British Taekwondo Council that British Taekwondo Council representatives are prohibited from undertaking.

## **3. POLICY STATEMENTS**

### **3.1. General**

- 3.1.1. All Social Media content generated by British Taekwondo Council members/Third Parties for the purpose of internet publication directly onto websites/forums etc identified as British Taekwondo Council which relate to the British Taekwondo Council, its Member Organisations or other Taekwondo groups or its products, must be reviewed to ensure it reflects good Social Media Good Practice as outlined in Appendix 1 of this document.
- 3.1.2. British Taekwondo Council members/Third Parties must adhere to the terms of this policy and the BTC Code of Conduct when using or participating in Social Media.
- 3.1.3. Should an individual representing the British Taekwondo Council engage in activities that contravene this policy, then the British Taekwondo Council will implement disciplinary procedures as outlined in the Disciplinary Policy.

- 3.1.4. British Taekwondo Council may face liability or disciplinary action when using Social Media to make defamatory or discriminatory statements, racial slurs, sexual innuendoes, gossip and/or offensive, threatening, or false statements. British Taekwondo Council members can be disciplined by the BTC Disciplinary Committee for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment (see Appendix 1). Violations of this policy may lead to corrective action, up to and including expulsion from the British Taekwondo Council, or referral to the Authorities (e.g. Police or Social Care Departments) as deemed necessary.
- 3.1.5. British Taekwondo Council members/Third Parties shall abide by the copyright and regulatory laws, to the extent necessary, obtaining permission to use or reproduce any copyrighted text, photo, graphics, video, research data and other material owned by others.
- 3.1.6. Unless authorised to do so, British Taekwondo Council members/Third Parties may not disclose any confidential or proprietary information of or about the British Taekwondo Council, BTC Member Organisations and Third Parties, its employees, affiliates, vendors, customers or suppliers, including, but not limited to, personal, business and financial information.
- 3.1.7. British Taekwondo Council members/Third Parties may not use or disclose any PII (Personally Identifiable Information) of any kind on any Social Media without the express written permission of the individual and if deemed necessary, the British Taekwondo Council. Should this not be clear, then individuals are encouraged to contact the BTC Chief Executive Officer for further guidance. Even if an individual is not identifiable by name within the information to be used or disclosed, if there is reasonable basis to believe that the person could still be identified from that information, then its use or disclosure could constitute a violation of confidentiality.

### **3.2. Review of Social Media Proposals and Content to be published on Social Media Forums**

- 3.2.1. For promotional uses of Social Media related to any approved product(s) marketed by the British Taekwondo Council, BTC Administration should approve such use.
- 3.2.2. For all other uses of Social Media for which British Taekwondo Council members/Third Parties may establish or contribute specific content to a Social Media forum which can be directly identified as British Taekwondo Council, BTC Administration should be informed.
- 3.2.3. Links from online Social Media forums controlled by the British Taekwondo Council to third-party web sites must be clearly identified or labeled as such, and users notified that they are leaving a BTC site for a web site for which BTC is not responsible. All sites linked or referred to must be appropriate for the intended audience, and all content of such sites must comply with all applicable laws, this policy, and the BTC Code of Conduct.

- 3.2.4. Certain Social Media functions allow users to e-mail, forward, or recommend content to others. British Taekwondo Council members and Third Parties should abide by the spirit of this Policy when using such functions, for example RE-TWEETING, Sharing or Tagging activities.
- 3.2.5. Any content for Social Media forums originating from British Taekwondo Council members/Third Parties must endeavor to disable the editing function so that third-parties may not selectively share or post content elsewhere on the internet. If the editing function cannot be disabled, then British Taekwondo Council members/Third Parties should consider not using these forums.
- 3.2.6. If an individual from the British Taekwondo Council members/Third Parties sees content on the Internet that he or she believes warrants attention by the British Taekwondo Council (such as potential slanderous/libelous comments pertaining to the British Taekwondo Council or an individual in a BTC Member Organisation) they should send this information to BTC Administration and should refrain from engaging in discussion or responding.
- 3.2.7. If a British Taekwondo Council representative is asked to respond to questions about the British Taekwondo Council, BTC Administration or an individual within a BTC Member Organisation or Third Parties, they must not respond unless they receive express authorisation to do so from BTC Administration.

### **3.3. Content Published to Social Media Forums on Behalf of the British Taekwondo Council**

- 3.3.1. If British Taekwondo Council source content is published to Social Media forums by individuals within the British Taekwondo Council, BTC Member Organisations or Third Parties they must identify the British Taekwondo Council as the source of the content. Where the intention is to use the BTC, BTC Member Organisations, UK Sport, Sport England, Clubmark, NSPCC/CPSU Safeguarding, or any other related logos, BTC Administration must approve such use in accordance with the Trademark and Logos Policy.
- 3.3.2. If claims or representations about the British Taekwondo Council appear on Social Media forums controlled by third parties that the British Taekwondo Council may edit (e.g., Wikipedia). Edited content must prominently disclose that the British Taekwondo Council edited the claim or representation and such edits must be made in accordance with this policy.

### **3.4. Social Media Functionality – Tagging, Ratings, and Portable Content**

- 3.4.1. All tags visible to the general public on third-party websites or content pertaining to British Taekwondo Council members and Third Parties should be reviewed in accordance with the guidelines in Appendix 1 and this policy. If determined to be inappropriate, tags should be removed if possible.



- 3.4.2. The British Taekwondo Council members and Third Parties shall be mindful of potential adverse consequences of portability when reviewing such content for posting. For example, if a promotional product video could be cut in a way that failed to include risk information, the risk information should be interspersed with other video content to avoid that outcome.

#### 4. SOCIAL MEDIA TERMS

Below represents some commonly used social media terms. This list is intended to be inclusive, not exclusive.

- **Blog/Vlog:** The term “Blog/Vlog” means a web log or site that allows an individual or group of individuals to share a running log of events and personal insights with online audiences, either written (Blog) or video (Vlog).
- **Wiki:** The term “Wiki” means a function that allows users to create, edit, and link Web pages easily; often used to create collaborative Web sites (called “Wikis”) and to power community Web sites.
- **Comments:** The term “Comments” means an open text digital area that allows individuals to offer opinions, views or ideas that would be posted within a British Taekwondo Council, BTC Member Organisation property or a Third Party sponsored site. Comments include remarks made by British Taekwondo Council members/ Third Parties and individuals not associated with the British Taekwondo Council. Comments do not include Live Chat.
- **Tagging:** The term “Tagging” means the ability for individuals to identify content by associating it with a keyword. Within the context of Social Media and for the purposes of this Policy, tagging only refers to externally visible demarcations and not categories such as meta-tags used within search engine optimisation (SEO).
- **Live Chat:** The term “Live Chat” means a method of online communication through the use of recent internet “chat” technology. It can refer to any kind of communication over the Internet, but is primarily meant to refer to direct one-on-one chat or text-based chat in an online environment.
- **Internet Forums:** The term “Internet Forum”, or message board, is an online discussion site via either written, photo and/or video content. Forums or boards are web applications managing user-generated content. People participating in an Internet forum may cultivate social bonds and interest groups for a topic made from the discussions. Such forums include (but are not limited to) written and/or photo and/or video content ,eg Facebook, Reddit, Instagram, SnapChat, LinkedIn, YouTube, Vine, Vimeo.

## APPENDIX 1

### SOCIAL MEDIA **POOR** PRACTICE

The following activities/behaviours are deemed unacceptable use or behaviour by the British Taekwondo Council members or Third Parties:

- publishing defamatory and/or knowingly false material about the British Taekwondo Council, BTC Member Organisations, their members, other Taekwondo groups, BTC colleagues and/or our customers on social networking sites, 'blogs' (online journals), 'wikis' and any online publishing format
- publishing comments or information that could be construed/interpreted as foul, profane language, sexist or racist, that condones the use of violence and verbal or physical abuse, that may be discriminatory on the basis of gender, ethnic origin, cultural background, age, sexual orientation, religion, political affiliation or ability about the British Taekwondo Council, BTC Member Organisations, their members, other Taekwon-do groups, BTC colleagues and/or our customers on social networking sites, 'blogs' (online journals), 'wikis' and any online publishing format
- publishing comments or information that are inappropriate for the audience/ intended user, for example on the basis of age or understanding as outlined in the BTC Safeguarding Policy
- revealing confidential information about the British Taekwondo Council, BTC Member Organisations, or BTC Administration in a personal online posting, upload or transmission - including financial information and information relating to our customers, business plans, policies, staff and/or internal discussions

Further the following activities/behaviours are deemed unacceptable for individuals representing the British Taekwondo Council, BTC Member Organisations or their members as a whole:

- visiting internet sites that contain obscene, hateful, pornographic or otherwise illegal material
- using the computer to perpetrate any form of fraud, or software, film or music piracy
- using the internet to send offensive or harassing material to other users
- downloading commercial software or any copyrighted materials belonging to third parties, unless this download is covered or permitted under a commercial agreement or other such licence
- hacking into unauthorised areas
- undertaking deliberate activities that waste staff effort or networked resources
- introducing any form of malicious software into the corporate network