



ENGLISH KARATE NGB SOCIAL MEDIA POLICY

Policy overview and purpose

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to English Karate NGB.

This policy contains English Karate NGB guidelines for the karate community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

Underlying principles

Karate has the power to bring communities together; with its uniquely powerful ability to connect people from different backgrounds and engage them in the sport, it truly has the ability to inspire.

Karate clubs are located in the heart of communities, provide services to people from the community and importantly, are run by people who know and understand the issues and challenges being faced by their members every day.

Coverage

This policy applies to all persons who are involved with the activities of English Karate NGB, whether they are in a paid or unpaid/voluntary capacity and including:

- members of English Karate NGB
- persons appointed or elected to English Karate NGB boards, committees and sub-committees;
- employees of English Karate NGB;
- members of the English Karate NGB Executive;
- support personnel;
- coaches and assistant coaches;
- athletes;
- referees, judges and other officials;
- member associations
- Affiliated clubs and associated associations and
- Any other person to whom the policy may apply, for example spectators and family members.

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing English Karate NGB on social media; and
2. if you are posting content on social media in relation to English Karate NGB that might affect English Karate NGB's business, products, services, events, sponsors, members or reputation.
3. as a member of English Karate NGB or an affiliated club, you are posting content on social media that might bring the sport of karate into disrepute.

4. As a member of English Karate NGB or an affiliated club, you are posting content on social media that is considered to promote hatred, uses hate speech or is seen to be discriminatory against those who have protected characteristics under the Equality Act 2000.

Using social media in an official capacity

You must be authorised by the English Karate NGB Communications directors before engaging in social media as a representative of English Karate NGB.

As a part of English Karate NGB's, community you are an extension of the English Karate NGB brand.

As such, the boundaries between when you are representing yourself and when you are representing English Karate NGB can often be blurred. This becomes even more of an issue as you increase your profile or position within English Karate NGB. Therefore, it is important that you always represent both yourself and English Karate NGB appropriately online.

Guidelines

You must adhere to the following guidelines when using social media related to English Karate NGB or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

Use common sense

Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for English Karate NGB.

Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Honesty

Your honesty – or dishonesty – may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. English Karate NGB

recommends erring on the side of caution – if in doubt, do not post or upload. Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of English Karate NGB) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

Reasonable use

If you are an employee of English Karate NGB, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of English Karate NGB's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of English Karate NGB.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by English Karate NGB, it is perfectly acceptable to talk about English Karate NGB and have a dialogue with the community, but it is not okay to publish confidential information of English Karate NGB. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our coaching practices, financial information and any other activity that English Karate NGB considers to be confidential.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and English Karate NGB's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

Discrimination, sexual harassment and bullying

The public in general, and English Karate NGB's employees and members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

Avoiding controversial issues

Within the scope of your authorisation by English Karate NGB, if you see misrepresentations made about English Karate NGB in the media, you may point that out to the relevant authority in English Karate NGB. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Dealing with mistakes

If English Karate NGB makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses English Karate NGB of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your English Karate NGB membership at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

Branding and intellectual property of English Karate NGB

You must not use any of English Karate NGB's intellectual property or imagery on your

personal social media without prior approval from English Karate NGB.

English Karate NGB's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on English Karate NGB official social media sites or website.

You must not create either an official or unofficial English Karate NGB presence using the organisation's trademarks or name without prior approval from English Karate NGB.

You must not imply that you are authorised to speak on behalf of English Karate NGB unless you have been given official authorisation to do so by the President.

Where permission has been granted to create or administer an official social media presence for English Karate NGB, you must adhere to the English Karate NGB branding guidelines.

Policy breaches

Breaches of this policy include but are not limited to:

- Using English Karate NGB's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during competition would result in a breach of the rules of the sport.
- Posting or sharing any content in breach of English Karate NGB's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any UK law.
- Posting or sharing any material to social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing English Karate NGB, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Reporting a breach

If you notice inappropriate or unlawful content online relating to English Karate NGB or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

All concerns over the use of social media and/or its content should be referred to the English Karate NGB Safeguarding.

Investigation

Alleged breaches of this social media policy may be investigated according to England

Karate's Disciplinary or Safeguarding Procedures.

Where it is considered necessary, English Karate NGB may report a breach of this social media policy to police or other regulatory or enforcement bodies, e.g. Information Commissioners Office.

Disciplinary process, consequences and appeals

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the English Karate NGB's Disciplinary Procedures Policy.

Employees and/or members of English Karate NGB who breach this policy may face disciplinary action up to and including termination of employment in accordance with English Karate NGB's Disciplinary Procedures Policy.

Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under the English Karate NGB Disciplinary Procedures.