

## England Handball Social Media Policy (Employees)

### Introduction

This policy is intended to help staff make appropriate decisions about the use of social media such as blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on web-articles, such as Twitter, Facebook, Instagram, SnapChat, WhatsApp and LinkedIn.

The policy outlines the standards England Handball requires its staff to observe when using social media, the circumstances in which it will monitor the use of social media and the action it will take in respect of breaches of this policy. The policy covers all individuals working/volunteering/representing England Handball at all levels and grades.

Breaches of this policy may be dealt with under England Handball's disciplinary procedure and, in serious cases, may be treated as gross misconduct leading to summary dismissal.

### Work-related use

Social media websites can be used to create exposure and information for the general public and their use can therefore be beneficial for England Handball. Staff must remember at all times that they represent the company and that everything they post will present either a positive or negative image of England Handball. When using social media for work-related purposes, staff must observe the following guidelines:

1. Identify who they are and their role in the organisation. Staff are encouraged to post positive messages and photos of England Handball's activities.
2. Never disclose commercially sensitive, private or confidential information, or material in breach of copyright or other intellectual property rights. If staff are unsure whether the information they wish to share falls within one of these categories, they should discuss this with their manager.
3. Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content. Sexist, racist or other offensive remarks or jokes could constitute unlawful harassment to employees or third parties and amount to 'cyber bullying'.
4. Do not upload, post or forward any content belonging to a third party unless they have that third party's consent.
5. Before including a link to a third party website, check that any terms and conditions of that website permit a link to it. All links must be done so that it is clear to the user that they have moved to the third party's website.
6. When making use of any social media platform, individuals must read and comply with its terms of use.
7. Do not post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip.

8. Be honest and open, but be mindful of the impact a contribution might make to people's perceptions of England Handball as an organisation. If a mistake is made in a contribution, be prompt in admitting and correcting it. Comments made by employees that could be considered defamatory or damaging to England Handball's reputation, including bad language and/or discussion about England Handball, customers/members or employees will be treated as gross misconduct.
9. Individuals are personally responsible for content they publish into social media tools – they should be aware that what they publish will be public for many years. The privacy of others should always be considered and the discussion of topics that may be sensitive e.g. politics or religion should be avoided. If in doubt about something that is about to be published, then it should not be published before discussing it with a line manager first.
10. Colleagues, customers/members or suppliers should not be discussed without their prior approval.
11. The publishing of contact details should be avoided where they can be accessed and used widely by people that were not intended to see them.
12. If an individual notices any content posted on social media about England Handball (whether complementary or critical) they should report it to their line manager.
13. Any member of staff who feels that they have been harassed or bullied, or is offended by material posted or uploaded by a colleague onto a social media website, should inform their manager.

### **Safeguarding**

Unless a child/young person is a direct relation, do not:

1. accept as a friend, players or referees under-18 years of age on social networking sites
2. share your own personal social networking sites with children or young people involved in youth handball
3. make contact with children or young people known through handball outside of the handball context on social networking sites
4. use internet or web-based communications to send personal messages of a non-handball nature to a child or young person
5. engage in any personal communications, 'banter' or comments.
6. apply a common sense approach when using social media. If you have to question if a post/like/retweet is appropriate then avoid it.
7. Communication for club activities should be conducted in a public forum, through parents, or with the permission of parents.

### **Personal use**

England Handball permits the incidental use of social media websites for personal use subject to the above conditions. However, this is a privilege and not a right. Use must be minimal and take place substantially out of normal working hours. Activity on social media websites during office hours should complement and/or support an individuals' role. It must neither be abused nor overused and England Handball reserves the right to withdraw its permission at any time at its entire discretion.

## The England Handball Association

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### **Monitoring**

Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against England Handball and its employees. It may also cause embarrassment to England Handball.

England Handball reserves the right to restrict or prevent access to certain social media websites if it considers personal use to be excessive. Monitoring is only carried out to the extent permitted or as required by law and as necessary and justifiable for business purposes.

Staff should be aware that any use of social media websites (whether or not accessed for work purposes) may be monitored and, where breaches of this policy are found, action may be taken under England Handball's disciplinary procedure.