

## Social Media

### General Principles



#### Password Protection:

Use password-protected sites, with the password shared among at least three leaders in the organisation.



#### Privacy & Supervision:

Keep all social media pages 'Private' and monitor them regularly. A designated supervisor should oversee activity and remove any inappropriate posts.



#### Personal Information:

Avoid sharing personal addresses, phone numbers, or other identifying details.



#### Content Consistency:

Ensure all content aligns with the organisation's aims, values and code of conduct.



#### Risk Assessment of Harm:

Include a section around communication and social media.



### Use of images on social media

Where images of young people are used on social media the person responsible for posting an image must be aware of the potential for an image to be used inappropriately. The following safeguards must be in place to protect young people:

- ➔ **Consent:** Obtain written permission from parents/guardians, and the child before posting photos or videos.
- ➔ **Image Appropriateness:** Use only appropriate images (posed or action shots) that align with the sport's representation. The posting and any purpose should not breach the codes of conduct.
- ➔ **No Personal Details:** Never include personal information in image captions or descriptions.
- ➔ **Captions:** Captions should be in keeping with the sport represented.
- ➔ **Storage:** Only store images for defined purposes, such as promotion or archiving, and within policy guidelines.
- ➔ **Privacy-Sensitive Areas:** Do not take or post photos in private spaces, such as changing rooms or treatment areas.

## Tips for leaders on social media

- ➔ **Connections with Youth:**  
Do not 'friend' or 'follow' children or young people on personal accounts.
- ➔ **Open Communication:**  
All communication with youth should be public (e.g., a social media "Wall"), avoiding private messages and one-on-one chats.
- ➔ **Group Messaging:**  
When emailing or messaging young people, include at least one other leader.
- ➔ **Appropriate Timing:**  
Avoid messaging youth late at night, and ensure messages are appropriately signed off to prevent misinterpretation.



- ➔ **Parental Consent:**  
Obtain parent/carer consent before communicating with youth through social media. Permission is also required before pictures or videos of children or young people are posted online.



Note: It is important to remember that abuse is not always committed through personal contact with a child or young person, sometimes it is perpetrated through social media or the use of information and communication technology.

## Sexting

'Sexting' is when someone sends or receives a sexually explicit text, image or video on their mobile phone, computer or tablet. It can include sexual chat or requests for pictures/images of a sexual nature.

It can be illegal, as it is a crime to possess, take, make, distribute or show anyone an indecent or abusive image of a child or young person under 18 years of age, but this will depend on what is sent and to whom they are sending it.

## Sextortion

Sextortion is when an online predator tricks someone into giving them nude images or videos, and then demands money, more images, or makes other demands—threatening to share the images with the victim's friends and family if they don't comply.



## Internet Safety Useful Links

### Sport Ireland Staying Safe Online

[www.sportireland.ie/ethics/staying-safe-online](http://www.sportireland.ie/ethics/staying-safe-online)

### The Office for Internet Safety Department of Justice and Equality

[www.internetsafety.ie](http://www.internetsafety.ie)

Webwise - Internet Safety [www.webwise.ie](http://www.webwise.ie)

CyberSafeKids [www.cybersafekids.ie](http://www.cybersafekids.ie)

### Internet Watch Foundation

[www.iwf.org.uk/our-technology/report-remove](http://www.iwf.org.uk/our-technology/report-remove)

### Child Exploitation and Online Protection

[www.ceop.police.uk/Safety-Centre](http://www.ceop.police.uk/Safety-Centre)