

<b>Club:</b>	Bexley Tigers Basketball Club
<b>Governing Body:</b>	Basketball England
<b>Policy Version:</b>	2.1
<b>Date Adopted:</b>	April 2026
<b>Review Date:</b>	April 2027
<b>Approved by:</b>	Club Committee
<b>Applies to:</b>	All members, coaches, volunteers, committee members, and parents/guardians

## 1. Introduction

Bexley Tigers Basketball Club recognises the value of social media for communication, engagement, and promotion of the Club. This policy sets out the Club's expectations for the responsible use of all forms of social media, including Facebook, Instagram, X (formerly Twitter), TikTok, WhatsApp, YouTube, and any other online platforms.

This policy applies to all individuals associated with the Club — including committee members, coaches, volunteers, players, parents/guardians, and spectators — whether posting as a Club representative or as a private individual where content relates to the Club, basketball, or members.

## 2. Official Club Social Media

The Club maintains official social media accounts. Only authorised individuals may post on behalf of the Club. All official Club posts must:

- Be positive, accurate, and respectful
- Protect the privacy of all individuals, particularly children
- Comply with the Club's Safeguarding Policy (no images of children without parental consent)
- Comply with UK GDPR and the Club's Data Protection Policy
- Be approved by the Club Chair or designated communications lead

## 3. Personal Use of Social Media

Members, coaches, and volunteers are free to use social media in a personal capacity, but must be aware that comments which may be linked to the Club can affect its reputation. When using social media personally, all individuals must:

- Not post discriminatory, offensive, or defamatory content about any person, group, or organisation
- Not post confidential Club information or internal communications without authorisation
- Not photograph or share images of children at Club events without parental consent
- Not harass, bully, or intimidate any individual connected with the Club, including via private messages

- Not make contact with junior members via personal social media accounts — all communications with under-18s must be via Club channels with copies to parents where appropriate
- Not misrepresent the Club's views or speak on behalf of the Club without authorisation

## 4. Safeguarding and Children

The protection of children on social media is a priority. All individuals must:

- Never contact a child or young person connected to the Club via personal social media
- Never photograph or film children at Club events and share this on personal social media without written parental consent
- Not include children's names or personal details in any public post
- Report any concerning online behaviour involving a child to the Club Welfare Officer immediately

## 5. Prohibited Conduct

The following is prohibited for all individuals associated with the Club:

- Posting abusive, hateful, discriminatory, or threatening content toward any person
- Sharing or reposting discriminatory content from others
- Making false or defamatory statements about players, coaches, officials, opponents, or other clubs
- Using social media to bring the Club into disrepute
- Sharing personally identifiable information about others without their consent
- Creating fake profiles or impersonating Club members or officials
- Using AI tools to generate, alter, or fabricate images or content depicting Club members — particularly children — without their explicit consent. This includes AI-generated images, deepfakes, or digitally altered photographs.

## 6. WhatsApp and Closed Groups

The same standards apply to private messaging groups (including WhatsApp, Facebook Messenger, and similar). In particular:

- Junior members must not be added to messaging groups with adults other than parents/guardians unless the group is monitored by the Club Welfare Officer and parents are aware
- No individual should communicate one-to-one with a child via WhatsApp or other messaging services
- Screenshots of group messages that breach this policy should be reported to the Club Welfare Officer or Committee

## 7. Reporting Concerns

Any individual who witnesses a breach of this policy — whether by a Club member or directed towards a Club member — should report it to the Club Chair or Welfare Officer. Online abuse or threats should also be reported to the relevant platform and, where serious, to the police.

Contact: [welfare@bexleytigers.co.uk](mailto:welfare@bexleytigers.co.uk) | [complaint@bexleytigers.co.uk](mailto:complaint@bexleytigers.co.uk)

## 8. Consequences of Breach

Any breach of this policy may result in disciplinary action in accordance with the Club's Disciplinary Code, up to and including termination of membership or coaching role. Serious breaches — including any involving the safeguarding of children — may be referred to statutory authorities.

## **9. Review**

This policy will be reviewed annually by the Club Committee, and may be updated to reflect new platforms, legislation, or best practice guidance.