



GBS Social Media Policy

Contents

Definitions	3
Introduction	5
Aims	5
Scope	5
Responsible Use	6
Safeguarding	7
Social Media Use Tips	7
Privacy	7
Conduct	8
Reducing Risk	8
Reporting an Incident	8
Monitoring	9
Disclosure	10

Definitions

“Confidential Information”	means any information or data not already in the public domain;
“Email”	means any email address and all functions accessible by that address, including messages distributed by electronic means from one computer user to one or more recipients via a network;
“GBS”	means GB Snowsport Ltd.;
“GBS Athlete”	means athletes who are part of a GBS Team/GBS Squad;
“GBS CEO”	means the Chief Executive of GBS;
“GBS Staff”	means staff who are employed by, or acting as a consultant to, GBS;
“GBS Volunteer”	means volunteers who work for GBS without pay;
“GBS Website”	means the official GBS website; https://www.gbsnowsport.com/ ;
“Intellectual Property”	means trade marks (including logos and trade dress), domain names, copyright, patents, registered designs, circuit layouts, rights in computer software, databases and lists, rights in inventions, GBS’ Confidential Information, know-how and trade secrets, operating manuals, quality manuals and all other intellectual property, in each case whether registered or unregistered (including applications for the grant of any of the foregoing) and all rights or forms of protection having equivalent or similar effect to any of the foregoing which may subsist anywhere in the world, and all rights of action, powers, and benefits of the same;
“Internet”	means the system of connected devices that allows communication or the transferal of information, whether it be on a private or public network;

“Line Manager”	means the person with managerial responsibility over any individual subject to the Policy;
“Performance Director”	means the person who provides leadership and strategic direction of the performance programmes to achieve consistent podium success, effective talent pathways, and coach development;
“Person”	includes natural persons, bodies, corporate and unincorporated associations, and partnerships (whether or not any of them have separate legal personality);
“Social Media”	means all forms of social media that exist now or may exist in the future. This includes (but is not limited to) Facebook, Twitter, YouTube, Instagram, Tumblr, LinkedIn, WhatsApp, Snapchat, Tinder, Flickr, Pinterest, Google+ and all other social networking websites, all other internet posting sites, blogs, and forums.

1. Introduction

- 1.1. This document contains the GB Snowsport (GBS) Social Media Policy (the “Policy”) and is part of the GBS Officials’ Codes of Conduct and the GBS Athletes’ Code of Conduct. The Policy sets out the standards of use of any Social Media platform (that exists now or in the future) and must be complied with by all GBS Staff, GBS Athletes, and GBS Volunteers when participating in, submitting, or responding to any Social Media postings.
- 1.2. GBS recognises that Social Media provides everyone with the ability to participate in online discussions, keep in touch with supporters, and share a wide variety of information. The Policy is not designed to stop GBS Staff, GBS Athletes, and GBS Volunteers from using Social Media, instead it is a tool to bring attention to the dangers of reckless and careless use. Whenever you are using Social Media you are representing the nation of Great Britain as well as GBS.

Aims

- 1.3. To explain how to use Social Media in a way that is not detrimental, unlawful, or offensive.
- 1.4. To avoid scenarios in which GBS can be accused of facilitating any detrimental, unlawful, or offensive action at any time.

Scope

- 1.5. The Policy applies to all GBS Staff, GBS Athletes, and GBS Volunteers and failure to comply with the Policy will lead to disciplinary action in accordance with the GBS Disciplinary Policy. In addition, if your conduct is unlawful or illegal you may be personally or criminally liable with respect to civil and/or criminal proceedings, claims, or actions. GBS accepts no liability for legal breaches by GBS people regarding Social Media.
- 1.6. The Policy is not designed to cover wider Internet and Email use that does not include Social Media. For more information on GBS’ stance on Internet and Email use, see the GBS Internet and Email policy.
- 1.7. The Policy is designed to be read in conjunction with the GBS Officials’ Code of Conduct, GBS Athletes’ Code of Conduct, GBS Disciplinary Policy, GBS Internet and Email Policy, and the GBS Telephony Policy that are published by GBS. These documents may receive revisions and updates occasionally, with the most up to date versions being available on the GBS Website.

2. Responsible Use

2.1. GBS Staff, GBS Athletes, and GBS Volunteers must:

- 2.1.1. be aware that the publication of any information or comment on Social Media carries the same obligations as any other kind of publication and should follow the same ethical and legal standards;
- 2.1.2. not post, share, or otherwise submit on Social Media any statement, material, information or image which is; malicious, misleading, threatening, derogatory, obscene, indecent, seditious, offensive, pornographic, abusive, disparaging, racist, discriminatory, menacing, inflammatory, blasphemous, intimidating, or defamatory;
- 2.1.3. not post, share, or otherwise submit comments about sensitive business-related topics, such as GBS' performance, GBS Athlete selection information, or do anything to jeopardise any Confidential Information and Intellectual Property;
- 2.1.4. not post, share, or otherwise comment on Social Media statements, material, information or images concerning, or which could directly or indirectly damage the name, business interests, or reputation of GBS or any GBS Person;
- 2.1.5. not disclose on any Social Media any personal information or images relating to any other person involved with GBS that have been provided in confidence;
- 2.1.6. only post comments about a person involved with GBS that are respectful and which the poster would say directly to that person;
- 2.1.7. show proper respect for the laws governing copyright and fair use of copyrighted material. For example, posting near-live copyrighted broadcast streams of a sports event on your own account or professional photography that you do not have the right to post;
- 2.1.8. make it clear if disclosing their GBS membership status in any way on Social Media that they are speaking on their own behalf and that their views do not represent those of GBS;
- 2.1.9. not use Social Media in a way that breaches any other rules, codes, and policies on the GBS Website and found within the handbook.

3. Safeguarding

- 3.1. It is of utmost importance to safeguard adults at risk and minors. Therefore, the Policy requires that any GBS Staff, GBS Athlete, or GBS Volunteer abides by the GBS Safeguarding Policy when using Social Media.

4. Social Media Use Tips

Privacy

- 4.1. It is important to remember that what you write can be seen, in most cases, by the public on Social Media. This is especially relevant on Twitter, where anyone can follow your account and see what you have posted.
- 4.2. If you do not want your posts or information to be seen by the public, make sure to keep your account's privacy at a high privacy setting on applications where this feature is applicable (for example, Facebook, Twitter, and Instagram). This is very important for accounts you wish to remain personal.
- 4.3. You should also tighten your privacy settings as much as possible if you post something that you later regret. The damage may already be done if your post has been captured and archived, but it is an attempt to mitigate said damage. You can then speak to the GBS Communications Manager to make them aware of the situation and ask for further advice.
- 4.4. When using applications such as Snapchat that have location tracking services available to other users, you should turn these features off. It is not safe for other people to constantly know your exact location.
- 4.5. Please be reminded that when using digital platforms relating to your private life, such as dating apps/websites, your private information and interactions with others do not always remain private. Please keep in mind that the motives of those you interact with are not always positive and your content can be captured and shared without your permission.

Conduct

- 4.6. You must take responsibility for your comments. You are personally responsible for your comments and can be scrutinised under the GBS Disciplinary Policy and potentially legally liable in certain cases. Some high-profile cases exist where Social Media users have been sued for their comments. This also applies to retweeting on Twitter, as retweeting a comment can imply that you are endorsing the message.
- 4.7. All Social Media postings should be professional, accurate, and should reflect well on you as a person and as a representative of GBS. Do not be afraid to be yourself, but do so in a manner that is respectful to your audience.

Reducing Risk

- 4.8. Make sure to think before you post something online, as everything you write can be captured and archived. Someone can take a screenshot of your post in only a few seconds. Even if you delete it, someone may have a copy that will still be in the public domain.
- 4.9. Before posting anything online, you should think about whether you are comfortable with the public reading it. Every comment can be scrutinised and could be taken out of context.
- 4.10. You are followed by the public eye all-year round on Social Media and not just at major events. Do not lower the standards of what you post just because you are on holiday.
- 4.11. WhatsApp has a default feature that automatically downloads images to your device that are shared to you by someone else. If you are in a chat where inappropriate images have been shared, you should turn this feature off to not bear the risk of having such images on your device.

Reporting an Incident

- 4.12. If you are receiving upsetting messages or posts, the best response is to not respond at all. Make your Line Manager (or your Performance Director if you are a GBS Athlete) aware of the messages and ask for their advice. Block and report anyone who sends abusive messages to you. If you receive indecent images or sexually explicit messages, contact your Line Manager/Performance Director.
- 4.13. If you receive or see any messages or posts that contain content that is illegal, the best course of action is to contact the Police.

5. Monitoring

- 5.1. GBS reserves the right to monitor and review Social Media postings and activities by GBS Staff, GBS Athletes, and GBS Volunteers that include references to GBS and/or GBS Staff, GBS Athletes, and GBS Volunteers, to ensure that its rules and the Policy are being complied with and for legitimate purposes.
- 5.2. All GBS Staff, GBS Athletes, and GBS Volunteers consent to such monitoring by way of acceptance of their contractual agreements with GBS.
- 5.3. GBS may require GBS Staff, GBS Athletes, and GBS Volunteers to remove postings, comments, or any other submissions made using Social Media that are deemed to be in breach of the Policy. Failure to comply with such a request may result in disciplinary action as outlined in the GBS Officials' Code of Conduct and the GBS Athletes' Code of Conduct.
- 5.4. GBS may remove posts, threads, and any other form of submissions from its own platforms, including but not limited to the GBS Facebook, Twitter, Instagram, and GBS Website, which are in breach of the Policy without explanation. The GBS Staff, GBS Athlete, or GBS Volunteer responsible could be subject to disciplinary action.
- 5.5. GBS will comply with any law or request by any governmental or other regulatory authority, or order by a court or other authority of competent jurisdiction, requiring GBS to disclose the identity or location of any GBS staff, GBS Athlete, or GBS Volunteer posting any material in breach of the Policy. GBS may share a GBS person's private information with the Police or any other statutory authority if it is asked to do so in connection with the investigation of suspected illegal activities.
- 5.6. If you as a user identify potentially damaging content or content posted by any other GBS person that is in breach of the Policy, please contact the GBS Director of Marketing and Communications, confidentially.
- 5.7. If you have a personal grievance with someone on Social Media regarding any matters involved with GBS, please see the GBS Grievance Policy.

6. Disclosure

- 6.1. With respect to the scope of the Policy, GBS Staff, GBS Athletes, and GBS Volunteers have a duty to report the following to the GBS CEO:
 - 6.1.1. any Social Media posting on GBS' own accounts that breach the Policy;
 - 6.1.2. any Social Media postings on personal accounts that GBS have an interest in that are in breach of the Policy;
 - 6.1.3. Any other breach of the Policy.

Owner:	Board of GB Snowsport
Version number:	1.0
Date last modified:	July 25 2019
Modified by:	Josh Haughton
Authorised date:	July 25 2019
Authorising authority:	Board of GB Snowsport
Authorisation information:	Approved at Board meeting of July 25 2019
Next review date:	July 2020
File location:	GB Snowsport