

Social Media Policy

British Orienteering recognises the value of social media in promoting our sport, engaging our community and celebrating achievements. This policy sets out expectations for safe, respectful, and responsible use of social media across all platforms, by anyone acting in connection with British Orienteering. This includes all staff, volunteers, athletes, coaches, parents, clubs and anyone posting content that may reflect on, or impact, British Orienteering.

This Policy should be read in conjunction with the British Orienteering [Social Media Guidance](#), [Photography, Videos & Live Streaming Guidance](#) and [Group Chat & Messaging Guidance](#).

Scope

This policy covers:

- Official accounts (national, association, club, team, squad or event)
- Personal accounts where posts relate to British Orienteering or may impact its reputation
- Digital communication linked to coaching, training or events

Purely personal social media activity falls outside this policy unless it breaches the [Code of Ethics and Behaviour](#) or the [Code of Conduct](#), or brings the organisation into disrepute.

Definitions

- **Child/Young Person:** Anyone under 18.
- **Official Account:** Any account, channel or platform used in the name of British Orienteering or its clubs, associations, events, teams or squads.

Principles

All use of social media must:

- Prioritise safeguarding and comply with British Orienteering policies and procedures.
- Be respectful and avoid harassment, discrimination, or abusive behaviour.
- Protect privacy by not sharing personal data, including images, without consent.
- Be professional and responsible, by keeping communications appropriate and in line with British Orienteering's values, including when using personal accounts.
- Be transparent, ensuring official accounts are clearly identified and authorised.

Standards of Behaviour: Individuals must;

- Communicate respectfully and positively.
- Avoid posting content that is offensive, discriminatory, harmful or illegal.
- Not share confidential, official or sensitive information without permission.
- Avoid bullying, shaming or targeting individuals and/or groups online.
- Consider tone and avoid sarcasm or ambiguous language that may be misinterpreted.
- Think carefully before posting; online content may be permanent.

Safeguarding and Young People

- Adults must not initiate private online communication with anyone under 18, unless they are a family member and the communication is appropriate and within normal family boundaries.
- Adults must not “friend” or “follow” young people from personal accounts, except when a family member.
- All communication with young people must be open, transparent and recorded, using club-approved channels.
- Recording, photography and livestreaming must comply with the [British Orienteering Photography, Videos & Live Streaming Guidance](#)

Official Accounts

- Official accounts must be authorised by British Orienteering.
- At least two administrators must have access.
- Content must be accurate, appropriate and aligned with British Orienteering’s values.
- Inappropriate content must be removed promptly, with concerns reported through safeguarding procedures.

Reporting Concerns

Concerns about online behaviour should be reported following British Orienteering’s safeguarding procedures:

- Preserve evidence (e.g., screenshots).
- Report to the Club Welfare Officer or the British Orienteering Lead Safeguarding Officer (safeguarding@britishorienteering.org.uk) on 07891 091 662.
- Contact police/CEOP immediately if someone is at immediate risk.

Enforcement

Breaches may result in removal from groups/accounts, suspension, or disciplinary action.