

### **Guidance for the use of social networking sites for clubs, centres and coaches in the equine industry.**

More advice is available <http://www.bhs.org.uk/our-charity/about-us-and-our-work/working-with-the-law/safeguarding-children>

One in two people in the UK are now registered on the most popular social networking site: Facebook. Social media is an important business tool which helps organisations communicate instantly and at low cost. It is, however, important to make sure all of your users/clients are protected from any harm as well as protecting your organisation.

The following guidance will help to protect your users and prevent allegations against your organisation:

**Learn how to use the service you would like to provide** – for example if you have chosen to use Facebook make sure you understand how it operates, how are the privacy settings used, what safeguards are already in place and how you can use them.

**Manage your social media** – Nominate a moderator or responsible person to manage the site and content. This person will need to be trained in how to spot the warning signs of bullying and grooming. They will also be required to complete a CRB check.

**Target the right age group** – Make sure the content of the site is relevant to the age group you are targeting. No illegal, inappropriate or adult content is allowed. Do not target children under the age that maybe restricted for the site, e.g. for Facebook those under the age of 13.

**Promote safety** – Make sure users know how to protect themselves online and promote websites where they can receive support and advice such as [www.ceop.police.uk](http://www.ceop.police.uk) and [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk).

**Personal details** – do not ask users for personal or contact details including their school, college or location

**Use the right images** – adhere to the BHS guidance on the use of photographic images.

### **Useful Information & links**

Available from [www.bhs.org.uk](http://www.bhs.org.uk):

- e-safety guidance for children & young people
- e-safety guidance for employees, volunteers and coaches
- Guidelines on use of Photography and video
- Reporting an e-safety incident – online, text messages or photographic images

Child Exploitation and Online Protection centre – [www.ceop.police.uk](http://www.ceop.police.uk)

Think u Know – [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk) – advice site for young people and parents

NSPCC – Childline 0800 1111 – [www.nspcc.org.uk](http://www.nspcc.org.uk)

Child Protection in Sport Unit - [http://www.nspcc.org.uk/inform/cpsu/cpsu\\_wda57648.html](http://www.nspcc.org.uk/inform/cpsu/cpsu_wda57648.html)

BHS Safeguarding Team – [safeguarding@bhs.org.uk](mailto:safeguarding@bhs.org.uk) 02476 840746