HARINGEY HEAT BASKETBALL CLUB (CIC)

Social Media Policy

V2.0 — Updated May 2026

1. Purpose

This policy sets out how Haringey Heat Basketball Club uses social media, and the standards expected of all coaches, volunteers, staff, members, parents and carers when using social media in connection with the club.

Haringey Heat Basketball Club is active on Instagram (@haringeyheatbball) and maintains a website at www.haringeyheatbasketball.com. Social media is an important part of how we communicate with members, parents and the wider community. This policy ensures that use of social media is safe, positive and consistent with our values.

2. Club Social Media Accounts

2.1 Official accounts

The club's official social media accounts are managed by the Club Secretary (Nikki Distras). Only authorised persons may post on behalf of Haringey Heat Basketball Club. Content posted on club accounts must:

- Be positive, inclusive and reflect the club's values
- Not identify young people by full name alongside images unless parental consent has been given
- Not share personal contact details of members, coaches or staff
- Not post images of young people in changing rooms or other inappropriate settings
- Not make negative comments about opponents, referees or other clubs
- Comply with our Data Protection Policy and photographic consent requirements

2.2 Photography and video on club accounts

Images and video of young people may only be posted on club accounts where parental consent has been obtained via the AidaForm registration process. The club's iPhone and tripod are used for filming sessions for player development and promotional purposes — this is only done by authorised coaches with consent in place. Consent can be withdrawn at any time by contacting the Club Secretary.

3. Coaches, Volunteers and Staff

3.1 Personal social media accounts

Coaches, volunteers and staff with personal social media accounts must:

- Not connect with or follow current junior members (under 18) on personal social media accounts including Instagram, TikTok, Snapchat or any other platform
- Not add junior members to personal WhatsApp groups or message them directly via personal accounts
- Not post content about individual young people, including tagging them in posts, without explicit parental consent
- Not share confidential information about members, the club or club matters on personal accounts
- Be mindful that if they identify themselves as connected to Haringey Heat Basketball Club, their personal conduct online may reflect on the club

3.2 WhatsApp and messaging groups

Coaches may use WhatsApp to communicate with parents and carers about sessions and fixtures. The following rules apply:

- Coaches must only communicate with parents/carers directly — not with young people directly on WhatsApp or any messaging platform
- Any group set up for team or club communication must include at least two adults (coaches or club staff) at all times
- Group communications should be appropriate, professional and relevant to club activities
- If a young person contacts a coach directly via any personal messaging platform, the coach should respond only to inform them to contact their parent/carer, and should report this to the Club Secretary

3.3 Filming at sessions

Coaches may only film sessions using the club's designated equipment (club iPhone and tripod). Footage is to be used for player development and club promotional purposes only. Footage of young people must not be shared on personal social media accounts.

4. Members and Young People

Young people who are members of Haringey Heat Basketball Club are encouraged to use social media positively. When posting about the club or fellow members, young people should:

- Treat all team-mates, opponents and club members with respect online as well as in person
- Not post negative or hurtful comments about team-mates, opponents, coaches or officials
- Not share images of other young people without their permission
- Not use the club name or badge to promote personal opinions or causes
- Tell a parent or coach if they see something online that worries them or involves a fellow member

Online bullying is treated with the same seriousness as in-person bullying and will be dealt with under the Anti-Harassment and Bullying Policy.

5. Parents and Carers

Parents and carers are asked to:

- Not post images or video of other people's children taken at club sessions or fixtures without the consent of those children's parents
- Not make negative comments about coaches, officials, other clubs or other members on social media
- Not use social media to raise complaints or concerns about the club — these should be raised through the Complaints Policy
- Be mindful of online content involving young people and report any concerns to the Club Secretary

6. Intellectual Property

The Haringey Heat Basketball Club name, logo and branding are the property of the club. They must not be used on personal social media accounts without authorisation from the Club Secretary. Content created as part of club activities (photographs, videos, graphics) belongs to the club.

7. Breaches of This Policy

Breaches of this policy may result in disciplinary action under the club's disciplinary procedures. Serious breaches, particularly those involving the safety or welfare of young people, will be referred to the Designated Lead Safeguarding Officer and may be reported to the police or other statutory agencies.

Any member of the club who has concerns about inappropriate online activity involving a young person should report it immediately to the Club Secretary (Nikki Distras) at haringeyheatbasketball@outlook.com or 07814 076541.

8. Review

This policy will be reviewed annually or sooner if there are significant changes to social media platforms or relevant legislation.

Date: May 2026

Date of Review: May 2027

Version: V2.0

Approved by the Board of Directors, May 2026

Nikki Distras, Club Secretary

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