



SOCIAL MEDIA GUIDANCE

Our social media (including Facebook, Twitter, Spond, TikTok and Instagram) is a great way for Linslade Crusaders members and volunteers to share photos, videos and updates. It can be a fantastic area to bring all our club members and volunteers together to share interesting swimming information, updates and also to ask questions and share experiences, photographs and results. At Linslade Crusaders we hope that it helps us to:

- celebrate and share our club's successes
- give live updates from our events
- signpost new members to our website
- build new relationships and strengthen our existing ones
- increase membership and attract new volunteers
- keep people up to date with what's new in our club.

Members can post:

- news and announcements
- events
- Swim England news relevant to our club
- Swim England products and services relevant to our club
- 'thank you' to a person that has gone the extra mile
- competitions
- competition results
- share articles when relevant
- link to articles on the swimming.org website.

Good Practice Guidelines

Swim England recognises that the use of social networking sites is a rapidly growing phenomenon and is increasingly being used as the communication tool of choice by individuals. While social networking can provide exciting opportunities it can also present a number of dangers and negative consequences if not used correctly, such as:

- cyber bullying, through posts which are upsetting to people and often inaccurate
- causing offence to individuals, or other clubs and organisations
- exposure to inappropriate content, or offensive comments or pictures.

We do not encourage younger members to join our social media accounts and adults should not engage with any young members online. Being a member of our groups means you will abide by the group rules created to create a welcoming environment. Our members will only post from Linslade Crusaders SC accounts about events supported by our club.

Many people with roles in the club aren't on our social media accounts so please don't try and post questions that will need an answer via another channel.

As always if you need to ask a specific question or would like something raising at committee, please email clubsecretary@linsladecrusaders.club or if you have a safeguarding/welfare concern email welfareofficer@linsladecrusaders.club or welfareofficer1@linsladecrusaders.club

Please find our Social Media Policy on the website.