



Social Media Policy

Kojin-Kai Karate Club

Social media (including websites, messaging platforms and social networking sites such as Instagram, Facebook and WhatsApp) is an important way for Kojin-Kai Karate Club to communicate with members and promote the club. However, it must be used responsibly to safeguard all participants.

Purpose

This policy outlines how social media should be used to ensure the safety, wellbeing and reputation of Kojin-Kai Karate Club and its members.

General expectations

All members, parents, staff and volunteers are expected to:

- Use social media responsibly and respectfully
- Refrain from posting negative, abusive or inflammatory comments about others
- Avoid sharing confidential or sensitive information
- Represent the club in a positive and respectful manner at all times

Safeguarding and communication

- Direct communication with children via personal social media accounts is not permitted
- Communication with parents and participants should take place through appropriate and transparent channels (e.g. group chats or official club communication)
- All online interactions should be open, appropriate and professional

Use of images and videos

- Images and videos will only be taken and shared in line with the club's Photography and Filming Policy
- Consent must be obtained before any images or videos are shared
- Personal information (such as surnames, school names or locations) will not be shared alongside images of children
- All content must present participants in a positive and appropriate manner

Club accounts

- Official club social media accounts are managed by authorised individuals only
- Content posted will reflect the values of Kojin-Kai Karate Club
- Comments and messages will be monitored and managed appropriately

Concerns and reporting

- Any concerns regarding online behaviour or content should be reported to the Safeguarding Lead
- Inappropriate content will be addressed promptly and may be removed
- Serious concerns will be managed in line with the club's safeguarding procedures

Monitoring and review

This policy will be reviewed annually or in line with safeguarding updates.

Reviewed: March 2026

Next review: March 2027