



Social Media & E-Safety Policy

This Social Media & E-Safety Policy has been created in order to advise and protect loans, staff, volunteers, owners, and any other individuals connected to Hill Farm Equestrian Centre (HFEC) from misusing or being abused via social media platforms.

HFEC recognises that social media is an important part of everyday life for most people, and is a useful communication tool. HFEC also understands that individuals have a right to freedom of speech within the law. While you are free to create and share content about HFEC, HFEC want to ensure that loans, staff, volunteers, owners, and any other individuals connected to HFEC use social media in a responsible manner and any content posted should not pose a risk to the reputation of HFEC or its loans, staff, volunteers, and owners, even indirectly.

This policy also requires that an individual or individuals be held accountable to the same standards for social media that they would normally and reasonably be held to account for in other forms of public communication. Online comments or accusations that can be deemed inappropriate, intimidating, racist, sexist, threatening, bullying or degrading may result in HFEC taking appropriate action.

Social media platforms covered by this policy include, but are not limited to, Facebook, Twitter, Snapchat, LinkedIn, TikTok, YouTube, Vimeo, Instagram, Pinterest, blogging platforms, Whatsapp, instant messaging, online forums and review sites.

Knowingly breaching this policy is a serious matter. Users who do so will be subject to disciplinary action and where appropriate the Police will be informed.

Think before you post!

Guidance for Young People

- Make sure your social networking profile is set to private or friends only.
- Make sure you know how to block someone on a social networking site, and if necessary, report them.
- When uploading photos/video clips of yourself and friends make sure your friends are happy for you to do so.
- Do not communicate with people on social networking sites if you do not know them.
- Never upload photos/video clips or send comments that may be hurtful to others.
- Don't criticise staff members, instructors, volunteers, riding school clients or HFEC horses on social networking sites by the use of text messaging.
- Do not share confidential information about HFEC, its staff, loans, volunteers or horses.
- Have a look at www.thinkuknow.co.uk, an advice website from the Child Exploitation and Online Protection Centre www.ceop.police.uk.
- If you are worried and would like help, go to www.ceop.police.uk or tell your parents/carers or a responsible adult such as your school teacher/instructor.

- Remember that any photos, video clips and comments uploaded to the internet may be there forever even if you delete them. They may also be viewed by people that you may not think will see them.
- Do not give out personal details such as your (or others) address, mobile number or location on any website or on the phone.
- Do not meet up with anyone who you have only met and spoken to online.

Guidance for Staff, Instructors, Volunteers, Adult Loans

- Remember you are in a position of trust as staff, instructors, volunteer, adult loan
- Remember that some sites have an age restriction (i.e. Facebook has a minimum age of 13 years)
- Use separate profiles and communication routes for email or social networking to keep contact with any young people and your private life separate.
- If you use social networking sites, be aware that content is speedily updated.
- Only set up pages for events, activities or groups for which you are responsible.
- Do not use your personal social networking account to communicate with young people.
- Conduct yourself in an appropriate way as you would face to face. Be aware of what you say and how you say it – the use of sarcasm and innuendo are not appropriate.
- Don't engage in one-to-one conversation with young people via chat facilities – this is the same as going into a private room and closing the door.
- Do not provide personal details, such as email addresses, school name etc, for young people on your website or social networking channel.
- Always ensure you have parental permission to use any appropriate photos of young people, and only use their first names in captions.
- When emailing or texting young people always copy the message to another responsible adult, and use the 'BCC' facility to avoid sharing e-mail addresses.
- If you are concerned about the way a young person is attempting to contact you, contact Hazel Ackland.
- Know how to block someone online and report them to the Child Exploitation and Online Protection Centre (CEOP) if you feel uncomfortable. Save the www.clickceop.net website to your favourites so that you can report any suspicious behaviour straight away. Have a look at www.thinkuknow.co.uk an advice website from the Child Exploitation and Online Protection Centre www.ceop.police.uk
- Do not criticise staff members, instructors, volunteers, riding school clients or HFEC horses on social networking or by the use of text messaging
- Do not share confidential information that could breach HFEC data protection policy
- Do not declare, imply or indicate that your content or views are representative of those of HFEC

Useful Information & links

Child Exploitation and Online Protection centre - www.ceop.police.uk

Think u Know - www.thinkuknow.co.uk - advice site for young people and parents

NSPCC Childline 0800 1111 - www.nspcc.org.uk

Child Protection in Sport Unit - http://www.nspcc.org.uk/inform/cpsu/cpsu_wda57648.htm

Pony Club - <https://pcuk.org/officials/safeguarding/other-relevant-policies/>

<https://www.bhs.org.uk/our-charity/corporate-information/working-with-the-law/safeguarding-children>

If you have a concern please contact Hazel Ackland. hillfarmec@hotmail.co.uk

Name & Signature of Loan:	Date:
Signature of Parent/Carer:	Date: