

Responsible Interaction Policy

The Youth Sport Trust encourages responsible interaction throughout all of our social media channels and this policy outlines the behaviours and values that we expect from our social networks and the moderation processes in place to deal with any breaches of our policy.

Guiding principles:

- Interaction via official Youth Sport Trust social media channels is encouraged.
- The Responsible Interaction Policy must be adhered to at all times by moderators and users of the Youth Sport Trust social media channels.
- Youth Sport Trust does not want to create an over-policed environment on social media as this discourages interaction.

Background to channels and audiences

The Youth Sport Trust has seven social media channels (Twitter, Facebook, YouTube, LinkedIn, Instagram, Snapchat and Flickr) and is active regularly in four of these: Twitter, Facebook, Instagram and LinkedIn.

Most of the specific processes listed in this policy therefore relate directly to the active channels. As outlined in the Youth Sport Trust digital strategy, the corporate Twitter feed is aimed at a predominantly adult audience, whereas channels such as Instagram and Snapchat are aimed principally at young people.

Moderation

Moderation does not mean policing; our interpretation is that moderation is channel management and includes everything from maintaining user interest to dealing with any breaches of the Youth Sport Trust Responsible Interaction policy. It is key that this balance is retained as our social media channels will lose a lot of appeal if it becomes an over-policed environment.

The Responsible Interaction Policy will form the backbone for moderation and users will be encouraged to read the policy. The Youth Sport Trust Communications team will moderate the page.

It is our aim that the youth community will, to a certain extent, police itself as the vast majority of online communities too. With us leading the way in ensuring responsible interaction, the hope is that others will follow suit, minimising the requirement for the Youth Sport Trust to intervene.

There will be occasions when intervention will however be necessary. This includes instances where users within Youth Sport Trust network place themselves/others at risk or users post content that is offensive in any way.

Personal details

The Youth Sport Trust discourages users from sharing personal information that may allow other users to contact them separately to within the social network. This personal information includes telephone numbers, email addresses, postal addresses, or specific times and places for meetings. If a user shares this information, the Youth Sport Trust moderator will delete the post and then contact the user to let them know that their content was removed, including a link to the policy in the message.

Principles of social media usage on YST channels

We strongly encourage users to respect others on our social media channels. We will review all comments posted on the page, and reserve the right to remove anything posted that:

- is hateful, harassing, threatening, offensive, untrue or obscene about another person;
- contains discriminatory comments regarding race, ethnicity, religion, gender, disability, sexual orientation or political beliefs;
- condones or promotes unlawful or illegal activity;
- is fraudulent, deceptive or misleading;
- is sexual or offensive graphically or in tone;
- contains spam or is intended to cause technical disruptions to this page or other people's computers and devices;
- violates any applicable laws or regulations e.g. copyright or intellectual property rights;
- promotes brands that have no association with the Youth Sport Trust.

Anyone who repeatedly posts content that falls into the above categories will be banned from the page.

Offensive material

Users within the Youth Sport Trust social networks are encouraged to behave respectfully and adhere to the Responsible Interaction Policy. Offensive material, including racist, rude and discriminatory posts will not be tolerated.

The Youth Sport Trust Communications team will deal with offensive material on a case-by-case basis, reviewing the content, content and author information before taking action.

If the content is ugly, offensive, denigrating and completely out of context, then a firm response closing the conversation or directing it to a positive tone will be actioned, as well as taking the conversation offline.

Offensive posts will be deleted by the Youth Sport Trust. A record of the offensive post will be kept, including date, time, author information and content. This will include a screenshot of the offensive post. This record will, where relevant, be fed into the Youth Sport Trust's overall Safeguarding policy via the Safeguarding Strategy group.

Banning members

Where possible, the Youth Sport Trust will not ban members from social networks, however this course of action will be taken if users persist in posting offensive material and the actions outlined above have not been fruitful.

Users will receive a warning and a link to the policy, explaining that their behaviour will result in banning from the social network. Users will be banned if they make persistent rude, racist or discriminatory comments.

Publication of policy

This policy document will be published on the Youth Sport Trust corporate website within the existing safeguarding section.

This policy document will also be published on the social media channels too, where appropriate.

Users of the social media networks will be alerted to the policy at regular intervals and key moments e.g. the start of a new term or the eve of a Youth Sport Trust camp.

Schools will be notified of the policy via Youth Sport Trust corporate communications, such as emails and magazines.

Policy review

The Youth Sport Trust Responsible Interaction policy will be reviewed annually. In addition, should there be any significant complaints made to the Youth Sport Trust about the organisation's actions in social media, this policy will be immediately reviewed, amended as required and shared with those concerned.

The Youth Sport Trust Safeguarding Strategy Group will form a key part of the review process for the policy.