

Social Media

An introductory guide

About this resource

- ✧ This resource is intended as an introductory guide
- ✧ It is not intended to give comprehensive guidance on all matters relating to Social Media

In this introduction you will find information on

1. What Social Media is
2. The possible benefits of using Social Media
3. The type of messages you should look to deliver
4. A mini guide to Facebook and Twitter – two of the most popular forms of Social Media
5. Advice on what to look for in a club Social Media Officer
6. Some welfare considerations

What is Social Media?

✧ Online resource available to anyone

✧ Social Media

– Social =>

- informal
- interaction
- not just one-way interaction

✧ Social Media

– Media =>

- Publishing information
- Information being spread far and wide

What is Social Media?

- ✧ Connects people to/ via organisations, places, companies, events
- ✧ As people/ organisations interact with the information of interest to them:
 - the information is spread further afield
 - it reveals more about their activities and interests
- ✧ Accessible via internet – computers, but increasingly via smart phones and tablet devices
- ✧ Seeks to make communication easy

Benefits of Social Media

- ✧ Free
 - although you can pay for advertising if you wish
- ✧ Easy to set up
- ✧ Lots of people already use it
- ✧ Enables you to spread word about your club and to pass on your messages

Your messages

- ✧ Publicise events such as competitions, social events, club meetings
- ✧ Share information about the club
- ✧ Make a call to action. E.g.
 - Help out
 - Pay your subs
 - Be at the bus for 10am
- ✧ Give updates on previously shared information
- ✧ Post pictures, videos and other content of interest to members and potential members
- ✧ Say ‘Well done’, ‘Thank you’, or ‘We need your help!’

Your messages

- ✦ Should be relevant, interesting, different
 - Relevant to your members – they are part of your club!
 - Relevant to potential members – what do they need to know
 - Interesting – you know what they want or need to know!
 - Different – you know more about your club than any outsider!
 - So make the most of this!

Which Social Media

- ✧ Facebook
- ✧ Twitter
- ✧ YouTube
- ✧ Pinterest
- ✧ ... many more
- ✧ Facebook and Twitter likely to be main ones used

Facebook

- ✧ People have their own 'account' with their 'personal profile' giving information about them
- ✧ Should use their own real name
 - Some may not do this
- ✧ By being 'friends' you can see information about other people*, send them messages and post on their wall
 - You can request to become a friend
 - You can accept or reject friend requests
 - At anytime you can 'unfriend' someone
- ✧ How much information people see depends on their 'privacy settings'
- ✧ A 'Wall' is where a person's activity and posts are displayed
- ✧ Putting information on a wall or elsewhere is 'posting'.

Facebook

- ✧ People can 'comment' on walls
- ✧ As well as 'posting' comments people can also 'post' pictures, videos or links to web pages
- ✧ You can 'Share' comments, pictures, etc that others have posted so their friends (more people) see them
- ✧ By 'tagging' people it shows they are in a picture, video or at an event
 - their friends can be made aware they are in that picture etc
- ✧ People can 'like' content (comments, pictures etc) by clicking a thumbs up icon
 - Shows they like it – means other people see it
- ✧ Posting, sharing, commenting, and liking are all ways of spreading information
- ✧ Should be 13 or over to have a Facebook account/ profile
 - Bear in mind when choosing how to share information

Facebook

- ✧ Organisations such as clubs can create 'Pages'
- ✧ A page is very similar to a personal profile
- ✧ Multiple people can be given 'admin' rights to manage a page and post to it as the organisation
 - shows as organisation making the post not their account
- ✧ You can adjust settings so other people can or can't post new items to your page or comment on what is put there by you.
- ✧ 'Liking' a page (different to liking a picture etc) is similar to becoming 'friends' with a page
- ✧ Pages can be set to be public or private
- ✧ 'Admins' can delete other people's posts or comments, they can also ban users if they wish

Facebook

- ✧ 'Groups' operate in a similar way to Pages
- ✧ Tend to be set up for smaller groups of individuals
- ✧ Can send members messages
- ✧ Slightly different functionality to Pages

- ✧ 'Events' can be created and you can invite people to attend
- ✧ In a similar way to groups , these can be open (anyone can join), closed (only approved people can join) or hidden (can't see them unless invited)

Twitter

- ✧ A person creates an account with a username denoted in 'Tweets' with a @ at the start - @username
- ✧ The username is also called a 'handle' and must be less than 15 characters
- ✧ Organisations can set up accounts with their own username/handle
- ✧ Their 'Bio' page has more information about them
- ✧ Makes 'Posts' or 'Tweets' that are a maximum of 140 characters long

Twitter

- ✧ Can set whether your Tweets are public or private – default is public
- ✧ Your ‘profile’ page is the page showing the information about you/ the account holder and their Tweets
- ✧ You can ‘follow’ people so that their Tweets are fed on to your Twitter ‘feed’
- ✧ Your ‘notifications’ page tells you who has mentioned you, retweeted your tweets etc.
- ✧ The ‘Discover’ page is where you can search for other users, posts on different topics etc

Twitter

- ✧ You can post photographs using various 'tools'
- ✧ You can 'tag' people in a post by using their @username
 - This is called a 'mention'
- ✧ 'Hashtagging' allows people to search for and find Tweets on a topic #subject
- ✧ #hashtagging is therefore also a way of saying what your Tweet is about
 - Don't use more than a couple in one Tweet
 - Don't use spaces between words in a #hashtag
#dontmakethemtoolong
- ✧ People can't post on your profile

Twitter

- ✧ Twitter is a lot more fast moving and fluid than Facebook
- ✧ Regular Tweeting is more important/ more acceptable
- ✧ You can ReTweet – RT:
 - “RT: @username: this was a tweet that I wrote. Running’s great.”
- ✧ You can partially quote a Tweet as a modified Tweet (MT)
 - “MT: @username: Running’s great.”
- ✧ You can send a private ‘direct message’ to other users ‘DM’
 - Make sure you DM and not Tweet by mistake
- ✧ You can ‘reply’ to other people’s Tweets by clicking the reply button. This then shows in a conversation view

Twitter

- ✈ Due to being only 140 characters long a number of tools exist for shortening URLs (webpage addresses)
 - <http://goo.gl/>
 - <http://bitly.com>
 - <http://www.hootsuite.com> – also allows you to manage multiple Social Media accounts from one place

Who should operate it?

They should:

- ✈ Know how to use the Social Media
 - How to create an account
 - How to post information
 - How to remove inappropriate comments
 - What is likely to be interesting and relevant
- ✈ Have access to information you want to share
- ✈ Be willing to keep your accounts up to date
 - This may include some ‘moderation’ work
 - Deleting comments you don’t want...
- ✈ Understand Welfare considerations
- ✈ Be trusted with the public profile of the club

Welfare

Key principles:

- ✦ It is your Club's responsibility to monitor and manage the content on your club's social media sites
- ✦ England Athletics/UKA are not responsible for the Policing of such sites or their content

Welfare

- ✧ If you would not say it, do it or allow it offline, don't say it, do it or allow it on Social Media
- ✧ But remember...
 - Social Media is different.
 - People may hide behind a false profile
 - Information can spread more easily

Welfare

✧ Your codes of conduct should include online conduct.

For example:

“Avoid critical language or actions, such as sarcasm which could undermine an athlete’s self esteem.”

Should be seen to include online comments to the athlete or others via social media.

“Avoid spending time alone with young athletes unless clearly in the view of others to protect both yourself and the young athlete..”

Should include avoidance of private messages through Social Media instead use of more ‘public’ comments boards

Welfare – cyber bullying

- ✧ Cyber bullying = A form of bullying through any area of the internet
- ✧ Examples of Cyber Bullying Behaviour:
 - Posting abusive messages on profile wall
 - Adding rude comments to a picture a person has uploaded
 - Posting a video / picture that makes fun of someone
 - Encourage others to share abusive, rude or disparaging content

Welfare – cyber bullying

- ✧ It is the Club's role to be aware of all issues relating to the misuse of technology
- ✧ Clubs should ensure they send a very clear message to athletes, parents, coaches and volunteers
- ✧ Clubs can send a clear message through:
 - A special email address that members can gain advise or report an incident
 - Providing members with advice on how to stay safe online
 - Take a proactive approach to monitor cyber bullying within your club

Welfare – cyber bullying

- ✧ The reporting process for notification of the misuse of technology must be clear, concise and simple for parents, coaches and athletes
 1. Situation has been reported by a parent to you club that an athlete has been cyber bullying another athlete
 2. If cases of serious bullying, the incidents will be referred to UKA for advice. Reported to the welfare officer, parents should be informed and asked to attend a meeting to discuss the problem. If necessary and appropriate, police will be consulted.
 3. The committee will investigate the allegations and bullying to be stopped quickly, an attempt to help the bully change their behaviour. If mediation fails and the bully is seen to continue the club committee will initiate disciplinary action under the club constitution
 4. If the committee and welfare officer decide the bullying has taken place the athlete should be warned and put on notice of further action i.e. temporary or permanent suspension if the bullying continues. Consideration should be given as to whether a reconciliation meeting between parties is appropriate at this time.
 5. Club should monitor for a given period and all coaches involved should be made aware and the outcome process.

Welfare

- ✧ For guidance documents see:
<http://www.britishathletics.org.uk/governance/welfare-and-safeguarding/guidance-documents-and-resource/>
- ✧ Also see:
<http://www.britishathletics.org.uk/governance/welfare-and-safeguarding/useful-links-and-signposting/>
- ✧ And **O2 - Keeping Kids Safe**: A guide to assist adults in understanding what kids do on their mobiles and the internet:
<http://www.o2.co.uk/parents>

Welfare

- ✧ Your codes of conduct should include online conduct.
- ✧ You may want to add in additional guidance specific to conduct on Social Media

Welfare & NSPCC

- ✧ The NSPCC has set out specific guidelines for the use of Social Media
- ✧ See www.safenetwork.org.uk