

## Social Media Guidelines for Accredited Special Olympics GB Clubs

At National Office we encourage accredited Special Olympics GB Clubs create and manage their own social media accounts to engage with more people online and promote the club's stories, activities and efforts.

We ask clubs to please follow the key guidelines listed below;

- **Safety of our athletes is paramount:** Please make sure that you or someone else continuously monitors the page and is able to spot and manage swiftly any content posted or shared that might compromise the safeguarding and welfare of our athletes.
- **Tagging Special Olympics Great Britain:** If/when possible please tag our page, for example: when the posts are about athletes' news, or success stories like securing a new partner, as well as reports about your local competitions. When/if you tag us in your post I will be able to see and share the content in the Special Olympics GB page – this will hopefully help that more people know about what is happening in your club!
- **Your avatar:** Please use as the profile photo of Facebook and Twitter the Special Olympics avatar that have been send to you.

This will help us having a consistent and stronger branding. **Your Avatar is to be used on Facebook and Twitter only please do not confused with your club logo.**

Please note that this avatar file follows the Special Olympics International guidelines – please align to it so we can all guard the correct use of the Special Olympics branding!

- **Facebook:** You might like to consider starting with a closed group Facebook page, instead of creating a public FB page. It all really depends of your aim with the page.

Who will be people you want to communicate with? Do you want to target it for athletes, families and volunteers only? Or do you want it to be more of a public showcase to increase awareness of your club and increase donations?

**Please feel free to contact Andrea Zapata-Nalsen by email [andrea.zapata@sogb.org.uk](mailto:andrea.zapata@sogb.org.uk) or on 02072468891 extension 204 if you need further assistance or tips with your social media efforts.**

## Social Media Guidelines for Athletes

### What is social media?

Sites on the internet like Facebook, Twitter, Instagram and Youtube, where you can meet others and keep in touch with friends

### What to do as an athlete on social media?

- Remember when competition you cannot use your mobile phone
- Be safe online. See top 10 tips below.
- Be a good ambassador of Special Olympics
- Do not post on FB or Twitter when you are not happy or upset
- If you are upset about something that happen at the Games please talk to your coach or with Paul Ramskill first

### Top 10 Tips for staying safe on the internet and social media sites

1. **Enjoy the internet!** Computers are a great way to meet new people, chat with friends, watch videos, play games and have fun. So if you haven't used the internet before and you're a bit scared, ask someone to help you
2. **Remember almost everything you do on the internet can be seen by other people** - so be careful what you say and think before you type!
3. **Keep your passwords private** - and don't share them with anyone else.
4. **Never give your personal information** – your date of birth, address, phone number, bank details – to people you 'meet' on the internet.
5. **It's okay to say no.** Remember, if a stranger or someone you don't like sends you a 'friend' request, you don't have to accept it.
6. **Tell someone** - if you're being bullied on the internet (for example, getting nasty Facebook messages or emails)
7. **Take a screen shot of any nasty messages** – and don't delete the message until you have done this. Taking a screen shot saves the nasty messages, so that you can show them to people who can help you. (Click [here](#) to learn how to take a screen shot)
8. **Block bullies** – this stops them from being able to contact you. If you're not sure how to do this, ask someone to show you.
9. **Never arrange to meet up with someone you've met online** - even if they seem nice, or you think you know them
10. **Never reply to emails saying you have won the lottery or inherited money** - they are fake emails, from people who are trying to trick you.

Source Top 10 tips: <http://www.safernet.org.uk/for-people-with-ld>

**It is critical to have a social media use policy and some guidelines that volunteers and staff members know they have to follow whenever engaging online and talking about Special Olympics.**

- 1. Be Transparent.** State that you work for Special Olympics. Use your real name; be clear about your role. If you have a vested interest in what you are discussing, be the first to say so.
- 2. Do not Deceive.** Never misrepresent yourself, your identity, or present information about Special Olympics in a false or misleading way. If you make a statement, be prepared to substantiate it with a documented source.
- 3. Be Relevant.** Your posts should add value to an ongoing conversation. Comments should be respectful of others. Please, no spam and no remarks that are off-topic or offensive.
- 4. Be Polite.** Use common sense and common courtesy. Ask your co-worker if it's okay to post about a conversation from a meeting. Make sure your efforts to be transparent don't violate any privacy, confidentiality, or legal guidelines.
- 5. Be the Expert.** Stick to your area of expertise and do feel free to provide unique, individual perspectives on non-confidential activities at Special Olympics. Do not speculate in areas of which you are not "in the know." It's okay to say, "I don't know, but I can help you find the answer."
- 6. Be Respectful.** When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Either ask your immediate supervisor for advice on how to disengage, or disengage in a way that does not damage Special Olympics brand, image or message.
- 7. Do not Gossip.** If you want to write about other organizations that do similar work to Special Olympics, be sure you behave diplomatically, know the facts, and have appropriate permissions.
- 8. Don't play Lawyer.** Never comment on anything related to legal matters, litigation, or any parties Special Olympics may be in litigation with.
- 9. Avoid Crisis.** Do not engage in a conversation about Special Olympics when the topic being discussed may be considered a crisis communications situation. Even anonymous comments may be traced back to your or Special Olympics' IP address. Refer any social media activity around crisis communications topics to your immediate supervisor, the Marketing and Development department or the Legal Department.
- 10. Be Smart.** Protect yourself, your privacy, and Special Olympics' confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory.