



Love Play Active – social media Policy

1. Purpose

Love Play Active recognises that social media is an important way to share information, celebrate success, and connect with our community.

However, the use of social media must always reflect the organisation's commitment to safeguarding children, maintaining professionalism, and protecting privacy.

This policy outlines how staff, volunteers, and participants should use social media safely and responsibly when representing or associated with Love Play Active.

2. Scope

This policy applies to:

- All Love Play Active staff, coaches, and volunteers
- Children and young people participating in sessions
- Parents, carers, and visitors engaging with Love Play Active social media platforms

It covers the use of all forms of social media, including but not limited to: Facebook, Instagram, X (Twitter), TikTok, YouTube, WhatsApp, Snapchat, Threads, LinkedIn, and any other online platform, app, or messaging service.

3. Key Principles

- The safety and wellbeing of children and young people is the highest priority.
- All social media activity must be respectful, professional, and appropriate.
 - Personal and professional use of social media must remain separate.
- No one should post, share, or comment on anything that could damage the reputation of Love Play Active or breach confidentiality.

- Online communication with children must never take place via personal accounts or private messaging.
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4. Professional Standards for Staff and Volunteers

- Staff must not use personal social media accounts to contact or communicate with children or young people.
 - All online communication relating to sessions or activities must take place through official Love Play Active channels (e.g. company email, official social media accounts, or approved group apps).
 - Staff should not accept friend requests or follow participants on personal accounts.
 - Photos, videos, or content showing children must only be posted on official platforms with prior written consent from parents or carers, following the Photography and Media Consent Policy.
 - Personal opinions expressed online must not appear to represent the organisation's views.
 - Staff should avoid posting content that may be seen as offensive, discriminatory, or unprofessional.
 - Confidential information about participants, colleagues, or partner organisations must never be shared.
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5. Use of Official Love Play Active Accounts

- Only authorised staff may post on behalf of Love Play Active.
- All posts should reflect the organisation's values: positivity, inclusivity, professionalism, and child safety.
 - Content should focus on:
 - Celebrating participation and achievement
 - Promoting sessions, events, or opportunities
 - Sharing educational or wellbeing information
- Comments and messages on official accounts will be monitored, and any inappropriate interactions will be removed or reported.

Instagram -

https://www.instagram.com/loveplayactive?igsh=MTBkZGQ4emsxMzZsbw%3D%3D&utm_source=qr

Facebook - <https://www.facebook.com/share/1CxwDCriyN/?mibextid=wwXlfr>

Tiktok - https://www.tiktok.com/@love.play.active?_r=1&t=ZN-91Me3vRVv3W

X - <https://x.com/loveplayactive?s=21>

6. Children and Young People

- Children should be reminded not to post or share personal information online (e.g. address, school, contact details, or location).
 - Participants must not share photos or videos from sessions on their own social media without staff approval and relevant consents.
 - Cyberbullying, online harassment, or misuse of social media linked to Love Play Active will be treated as a safeguarding concern and may be reported to parents or external agencies.
 - Children should be encouraged to use privacy settings and think carefully before posting anything that might put themselves or others at risk.
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7. Parents and Carers

- Parents are welcome to engage positively with Love Play Active's official social media pages.
 - Photos or videos of other children must not be posted or shared without consent.
 - Negative or inappropriate comments about staff, participants, or the organisation will not be tolerated and may be removed.
 - Concerns or complaints should be raised directly with Love Play Active through the proper channels, not via social media.
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8. Breaches of Policy

Any breach of this policy will be treated seriously and may result in:

- Removal of content or restriction of access to official platforms
 - Disciplinary action for staff or volunteers
 - Withdrawal from sessions for children or parents who fail to follow the rules
 - Referral to external agencies if safeguarding or legal concerns arise
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9. Monitoring and Review

This policy will be reviewed annually or sooner if:

- There are changes to safeguarding or data protection legislation

- New technology or social media platforms emerge
- A concern or incident highlights the need for review

Last reviewed: 1st September 2025

Next review due: 31st July 2026