

<h1>Social Media Policy</h1>		
<b>Document Type:</b> Policy	<b>Unique Identifier:</b> SM/POL/003	
<b>Document Title:</b> Social Media Policy	<b>Version Number:</b> 3.0	
	<b>Status:</b> Awaiting ratification	
<b>Scope:</b> <ul style="list-style-type: none"> <li>• IBF wide</li> </ul>	<b>Classification:</b> Organisational	
<b>Author / Title:</b>	<b>Responsibility:</b> Marketing and Sponsorship Director	
<b>Replaces:</b> Version 2.0	<b>Head of Department:</b> Tom Starling	
<b>Validated By:</b>	IBF Board of Directors	
<b>Ratified By:</b>	IBF Board of Directors	
<b>Date By:</b>	IBF Board of Directors	
<b>Review dates may alter if any significant changes are made</b>	<b>Review Date:</b> June 2028	
<ul style="list-style-type: none"> <li>• Does this document meet the requirements under the Equality Act 2010 in relation to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation? <b>Yes</b></li> <li>• Does this document meet our additional commitment as an organisation to extend our duty to carers, veterans, people from a low socioeconomic background, and people with diverse gender identities? <b>Yes</b></li> </ul>		
<b>Document for Public Display:</b> Yes		

International Budo Federation (UK) Limited		UI No#: SM/POL/003	
Company Number: 16694214		Title: Social Media Policy	
Version No#: 3.0	Next Review Date: Jan 2028		
<i>Do you have the up-to-date version? See the website for the latest version</i>			

## Contents

Section	Title	Page
1	Introduction	3
2	Scope	3
3	Roles and Responsibilities	4
4	Legal Framework	5
5	Using Social Media in an Official Capacity	5
6	Using Social Media in a Personal Capacity	6
7	Principles to follow	6
7.1	Confidentiality and Privacy	6
7.2	Honesty and Integrity	7
7.3	Discrimination, sexual harassment and other illegal content	7
7.4	Intellectual Property Laws	8
	Rectifying errors	8
8	Safeguarding and Social Media	8
9	Inclusive Communications	9
10	Breaches of policy	9
11	Reporting breaches	10
12	Investigations and Appeals	10
13	Changes to policy	10
14	Appendices and attachments	11
15	Other relevant/associated documents	11
16	Supporting references/evidence-based documents	11
17	Definitions/Glossary of Terms	11
18	Consultation	12
19	Distribution and Communication Plan	12
20	Training	13
21	Amendment history and version control	13
<b>Appendices</b>		
A	Monitoring Compliance	14
B	Values and Behaviours Framework	15
C	Equality Impact Assessment	16

International Budo Federation (UK) Limited	UI No#: SM/POL/003
Company Number: 16694214	Title: Social Media Policy
Version No#: 3.0	Next Review Date: Jan 2028
<i>Do you have the up-to-date version? See the website for the latest version</i>	

## 1. Introduction

- 1.1 The internet provides a range of social media outlets which allow users to interact with one another and offers real benefits e.g. rediscovering friends, keeping up to date with news and information from trusted sources of information, communicating messages widely for no cost.
- 1.2 Whilst the IBF recognises the importance of social media, and the many positive effects it can have, we also recognise that without a code of practice the risks which social media poses can have negative consequences for individuals and for the organisation as a whole.
- 1.3 The principles which are laid out in this policy are intended to ensure that all IBF members use social media responsibly so that the confidentiality of members and the reputation of the IBF is appropriately safeguarded. These same principles will be applied to the use of official IBF social media.
- 1.4 Social media is changing the way we all communicate. This policy has therefore been developed to inform the IBF community about the use of social media so people feel engaged to participate whilst being mindful of their responsibilities and obligations that go with being a member of the IBF.
- 1.5 The policy also assists in the establishment of a culture of openness, transparency and integrity relating to all online activities associated with the IBF.
- 1.6 Breaches of the policy are also clearly stipulated within the body of the document.

## 2. Scope

2.1 This policy applies to all IBF Members including

- Board members/Directors
- Support personnel e.g. administrators
- Referees
- Volunteers
- Members

2.2 The policy covers personal use of social media as well as the use of social media for official IBF purposes including sites hosted and maintained on behalf of the IBF.

International Budo Federation (UK) Limited	UI No#: SM/POL/003
Company Number: 16694214	Title: Social Media Policy
Version No#: 3.0	Next Review Date: Jan 2028
<i>Do you have the up-to-date version? See the website for the latest version</i>	

2.3 The policy is applicable to (but not limited to):

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. TikTok, YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards

2.4 The internet is a fast-moving technology, and it is impossible to cover all circumstances or emerging media. The principles set out in this policy must be followed irrespective of the medium used.

2.5 Whilst this policy does not specifically apply to the personal use of social media by those previously mentioned, the inappropriate use of social media in matters not pertaining to the IBF may be regulated by other IBF policies or the law. Practices may include bullying which is covered by the IBF Safeguarding Policy or Trolling which can be a criminal offence. Furthermore, the sharing of information online which may be deemed by the relevant authorities to be hateful will also be dealt with accordingly by the IBF and/or the authorities.

### 3. Roles and Responsibilities

Role	Responsibility
IBF Board of Directors	Overall responsibility for policy implementation and monitoring
IBF Marketing and Communications	Operational management for policy including ensuring that access to official IBF social media sites is controlled with access being revoked when personnel are no longer in role.  Provide content that promotes the IBF and its objectives.  Ensure content is in line with the Inclusive Communications Guide published by the Activity Alliance.

International Budo Federation (UK) Limited	UI No#: SM/POL/003
Company Number: 16694214	Title: Social Media Policy
Version No#: 3.0	Next Review Date: Jan 2028
<i>Do you have the up-to-date version? See the website for the latest version</i>	

	Work in conjunction with the Equality, Diversity and Inclusion Director to ensure content is diverse and celebrates the diversity within the IBF and wider community.
IBF Safeguarding Team	Review all cases where safeguarding issues arise. These will be reviewed through the formal IBF Safeguarding Case Management Meetings.
IBF Associations and Members	Ensure compliance with this policy by adhering to good practice guidelines.

#### 4. Legal Framework

4.1 The IBF is committed to ensuring that all staff members provide confidential services that meet the highest standards. All individuals working on behalf of the IBF are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during their work.

4.2 Disclosure of confidential information on social media is likely to be a breach of a number of laws and professional codes of conduct, including:

- General Data Protection Rules 2018
  - For guidance on GDPR please refer to our GDPR Guidance for Associations document available on our Website
- Data Protection Act 2018
- The Human Rights Act 1998
- Common law duty of confidentiality

4.3. Whilst the GDPR Guidance for Associations will advise further, confidential information includes (but is not limited to):

- Personal identifiable information e.g. student records
- Information divulged in the expectation of confidentiality
- IBF records containing organisationally or publicly sensitive information

4.4. IBF Members should also be aware that other laws relating to libel, defamation, harassment etc. may apply to information posted on social media and is covered by the following pieces of legislation:

- Libel Act 1843
- Defamation Acts, 1952, 1996 and 2013
- Protection from Harassment Act 1997
- Criminal Justice and Public Order Act 1994
- Malicious Communications Act 1998
- Communications Act 2003

#### 5. Using Social Media in an Official Capacity

5.1. You must be authorised by the IBF Board of Directors before engaging in social media as a representative of the IBF.

International Budo Federation (UK) Limited	UI No#: SM/POL/003
Company Number: 16694214	Title: Social Media Policy
Version No#: 3.0	Next Review Date: Jan 2028
<i>Do you have the up-to-date version? See the website for the latest version</i>	

- 5.2 Only appointed/named individuals may use the official IBF social media sites.
- 5.3. When a member is no longer in a position where they require access to the official IBF accounts, access must be revoked as there is no longer a legitimate reason for them to have access. Failure to remove access can result in members having access to confidential messages meant for IBF officials as well as safeguarding risks.
- 5.4. Access, approval and removal will be the operational management responsibility of the IBF Marketing and Sponsorship Director. If the relevant Director leaves post it is essential that access to the Sites is maintained and for that reason, the password for the accounts will be held, with administration/management access granted, to more than one Director and including the IBF President.
- 5.4. By utilising the IBF Social Media sites you are an extension of the IBF brand. As such, the boundaries between when you are representing yourself and when you are representing the IBF can become blurred. This can become more problematic when a user has an increased profile/position within the IBF or has a conflict of interest with what is being posted. It is therefore imperative that the official users of the IBF Social Media pages do so in a way which appropriately always represents both the user and the IBF online.
- 5.5. Users of official IBF Social Media sites must ensure that the personal use of social media does not interfere with their work commitments or productivity.
- 5.6. When utilising social media, you must ensure that the privacy of the IBF is protected with confidential information not disclosed. This includes any information that is not publicly accessible, widely known, or not expected to be shared outside of the particular forum e.g., sensitive matters.
- 5.7. Within the general scope of authorisation, it is acceptable to discuss and have dialogue with the wider IBF community about matters affecting the IBF. However, what is prohibited is the disclosure of any confidential information including details about any litigations and any other unpublished details e.g., financial or trade secrets, contractual particulars etc.
- 5.8. Where an approved official social media user has their personal account hacked, they should inform the Board of Directors immediately so a message can be sent to IBF Member’s advising caution with regards to sending or responding to messages from the affected member.

**Remember, if you are online, you are on the record—much of the content posted online is public and searchable.**

## **6. Using Social Media in a Personal Capacity**

International Budo Federation (UK) Limited		UI No#: SM/POL/003
Company Number: 16694214		Title: Social Media Policy
Version No#: 3.0	Next Review Date: Jan 2028	
<i>Do you have the up-to-date version? See the website for the latest version</i>		

- 6.1. Individual members of the IBF are not permitted to present personal opinions in ways that imply endorsement by the IBF. Any personal statements (including opinions or views on any issue) should be accompanied by a personal disclaimer or explicit statement that the individual is speaking for themselves and not on behalf of the IBF.
- 6.2. Whilst a prominent disclaimer is encouraged, this should not be relied upon as it rarely has any legal effect.
- 6.3. Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side. **Think before you click.**

## **7. Principles to follow**

You must adhere to the following principles when using social media related to the IBF, or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

### **7.1. Confidentiality and Privacy**

- 7.1.1. When posting content online there is a potential for that content to become publicly available through a variety of means regardless of whether this was the intention or not. Consequently, desist from posting any content on social media platforms that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.
- 7.1.2. Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.
- 7.1.3. When using Social Media, it is advised that you should be considerate to others and not post any information online specifically where you have not been asked to or without prior consent having been sought.
- 7.1.4. Permission should be sought when publicising information directly relating to an individual. With regards to children and young people, this is particularly important and parental/guardian consent is **mandatory**.
- 7.1.5. When publishing a person’s identifiable image, it is mandatory prior to and after taking the photograph or video to obtain the persons consent to upload this to social media. Furthermore, you should in all circumstances refrain from posting any photographs or videos of a sensitive nature including accidents, incidents, or controversial behaviour. For further advice and guidance please refer to the IBF’s Photography Policy available on the official website.

International Budo Federation (UK) Limited		UI No#: SM/POL/003
Company Number: 16694214		Title: Social Media Policy
Version No#: 3.0	Next Review Date: Jan 2028	
<i>Do you have the up-to-date version? See the website for the latest version</i>		

7.1.6. In every instance of posting photos/videos, you are also required to have the consent of the owner of copyright.

## **7.2. Honesty and integrity**

7.2.1. Honesty (or apparent lack of) may be quickly noticed within the Social Media environment. Therefore, do not post anything or say anything which you know to be dishonest, untrue or misleading. If the source of what you are publishing is either unknown or a known non-reputable source, then refrain from publishing.

7.2.2. It is best practice to avoid posting anonymously, using pseudonyms or false screen names unless where necessary for legal protections or professional reasons. Where possible you should use your real name, be clear about who you are and identify any affiliations that you have. Social Media is not anonymous nor above the law. You should assume that all information that is posted online can and will be trace back to you. You are ultimately accountable for what you post online.

7.2.3. Following on from the previous point (7.2.2) if you have a vested interest or a perceived conflict of interest in a matter which is being discussed throughout the various forums on Social Media sites, ensure this is pointed out. If, through activity on these forums, endorse or recommend something/someone that you are affiliated with i.e., have a close relationship with then you must disclose that affiliation.

## **7.3. Discrimination, sexual harassment, bullying and other illegal content**

7.3.1. Do not under any circumstances post, link or interact with content which contains illegal or indecent content. This includes defamatory, vilifying or deceptive content.

7.3.2. The IBF reflects the wide diversity that exists within England and is inclusive of Members from differing social and ethnic backgrounds. It encapsulates all genders and sexualities. With that in mind, no material should be posted online that is discriminatory, racist, sexist or hateful.

## **7.4. Intellectual Property Laws**

International Budo Federation (UK) Limited	UI No#: SM/POL/003
Company Number: 16694214	Title: Social Media Policy
Version No#: 3.0	Next Review Date: Jan 2028
<i>Do you have the up-to-date version? See the website for the latest version</i>	

7.4.1. When using Social Media, you must not use any of the IBF’s intellectual property or imagery on your own personal sites without first having received approval from the IBF.

7.4.2. Relevant Intellectual Property is inclusive of (but not restricted to):

- Logos
- Slogans
- Trademarks
- Imagery which has been posted on the IBF Official Social Media sites or website

7.4.3. Further actions which are prohibited without prior authorisation include:

- Creating an unofficial presence using the IBF’s trademarks
- Implying you are authorised to speak on behalf of the IBF.

7.4.4. Where permission has been granted, you must adhere to the restrictions which were agreed at the time of said authorisation.

7.4.5. It is also imperative that you comply with the laws governing copyright in relation to material owned by others and the IBF’s own copyrights and brands.

7.4.6. Copying work and passing it off as your own without referencing the original piece of work will also not be tolerated.

## 7.5. Rectifying errors

7.5.1. If either through an individual or an Official capacity post something which is erroneous then this should be rectified as a matter of priority and once modified this should also be made clear.

## 8. Safeguarding and Social Media

8.1 Children may be exposed to upsetting or inappropriate content online, particularly if the platform being used does not have sufficient security. This content can include sexually explicit material or other harmful content e.g., bullying, radicalisation material, etc. Children may also be at risk of being groomed if they have an online profile that means they can be contacted privately.

International Budo Federation (UK) Limited	UI No#: SM/POL/003
Company Number: 16694214	Title: Social Media Policy
Version No#: 3.0	Next Review Date: Jan 2028
<i>Do you have the up-to-date version? See the website for the latest version</i>	

- 8.2 Children’s posts or profile information may also expose personal information which can put them at risk. This information can be used to groom, abuse or exploit children.
- 8.3 Parents should ensure that their child’s online activity is monitored and secure and that they only speak with people they know. Given Martial Arts is a global activity with lots of online activity it may be tempting to accept friend requests from people who you can see also do Martial Arts, but be mindful of fake accounts. Perpetrators of abuse may create fake profiles to try to contact children and young people through the platform they are using e.g., an adult posing as a child. They may also create anonymous accounts and engage in cyberbullying or trolling.
- 8.4 IBF Directors, Coaches, and other personnel (including Associations) should never communicate with minors via social media.
- 8.5 Where Members identify a safeguarding incident they must report this immediately to their Association Safeguarding Officer and the IBF Safeguarding Team via the form accessible on the IBF website.
- 8.6 For further information on the risks posed and what actions can be taken to address them, please see the NSPCC website:

[Social media and online safety | NSPCC Learning](#)

- 8.7 The UK Safer Internet Centre shares tips, guides and resources for parents and carers to help keep children to stay safe online.

<https://saferinternet.org.uk/guide-and-resource/parents-and-carers>

## **9. Inclusive communications**

- 9.1 The IBF Social Media platforms will proactively promote equality, diversity, and inclusion and recognises the benefits of doing so. Therefore, the IBF will:

- Use best practice terminology
- Post pictures with text for each post
- Use diverse imagery
- Ensure images have alternative text
- Ensure links make sense by themselves
- Use appropriate colour contrast
- Utilise and ensure Facebook and Instagram inbuilt accessibility is switched on

International Budo Federation (UK) Limited		UI No#: SM/POL/003
Company Number: 16694214		Title: Social Media Policy
Version No#: 3.0	Next Review Date: Jan 2028	
<i>Do you have the up-to-date version? See the website for the latest version</i>		

## 10 Breaches of policy

10.1. Documented below is a list of examples (and examples only) of what may constitute a breach of this policy. The list is purposefully not exhaustive but is provided as an indication to Members and Officials of what would be found to contravene the policy:

- Using the IBF name or logo in a deliberate way as to result in a negative impact
- Posting, sharing or interacting with content, which is illegal, demeaning, defamatory or libellous
- Posting, sharing or interacting with content which is insulting, provocative or includes hate speech
- Infringing intellectual property rights
- Not seeking consent of others before posting photos or videos
- Posting or sharing of any material which has the likelihood of bringing the IBF into disrepute either in the eyes of other organisations, Members of the wider public.

## 11 Reporting breaches

11.1. If inappropriate or unlawful content which is contrary to common law or civil law, or the guidelines clearly laid out in this policy, are identified it is incumbent on all Members to report this immediately to a responsible member of the IBF management.

## 12 Investigations and Appeals

12.1. Alleged breaches of the policy will be investigated in accordance with pre-existing IBF disciplinary policies and procedures and, where necessary, in conjunction with the police or relevant statutory agencies.

12.2. Employees of the IBF (whether in a contractual paid or voluntary capacity)

International Budo Federation (UK) Limited	UI No#: SM/POL/003
Company Number: 16694214	Title: Social Media Policy
Version No#: 3.0	Next Review Date: Jan 2028
<i>Do you have the up-to-date version? See the website for the latest version</i>	

who breach this policy may face disciplinary action which could include the termination of their contract.

12.3. The allegations will be dealt with in a confidential manner and the details of which will be strictly limited to those who are required to be aware of the allegations. This includes the person who is alleged to have breached the policy. Where accusations are made, the person that this accusation is affecting will be contacted formally to outline the accusation and inform them of the next steps of the investigatory procedure.

12.4. Once the investigation has been completed the affected party will be able to submit a formal Appeal as part of the pre-existing procedures within the IBF.

### **13 Changes to policy**

13.1. The IBF reserves the right to amend or vary this policy where necessary at any time. Any such amendments or variations will take effect from the first date of publication of the amended Policy on the IBF website.

13.2. The policy will be reviewed annually by IBF Marketing and Sponsorship Director initially before validation at relevant IBF forums before being ratified by the Board of Directors meeting.

13.3. There are circumstances in which the policy will be reviewed earlier than the schedule time period. These include:

- Any changes in legislation or government guidance
- As a consequence of a significant event/incident
- As instructed by the European Karate Federation, World Karate Federation, Sport England or other relevant bodies

International Budo Federation (UK) Limited	UI No#: SM/POL/003
Company Number: 16694214	Title: Social Media Policy
Version No#: 3.0	Next Review Date: Jan 2028
<i>Do you have the up-to-date version? See the website for the latest version</i>	