



ASM Sports (UK) Limited | Use of Social

Media and Photography POLICY | JANUARY 2023

Policy/Procedure Leader	Nick Marren	01782 366332
Deputy Policy/Procedure Leader	Kieran Oakes	01782 366332
Senior Manager Responsible for Allegations	John Kendall	01782 366332
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Signature of Policy/Procedure Leader	Signature of Managing Director	
<i>Nick Marren</i>		<i>Alex Morris</i>



Tel: 01782 366332 **Visit:** www.asmsports.co.uk **Email:** info@asmsports.co.uk

Address: G22 Genesis Centre, Stoke-on-Trent, Staffordshire, ST6 4BF

Registration No: 07376198 VAT No: 159838063



1. USE OF Social Media Policy

- 1.1 Blogging is defined as writing a personal online journal that is frequently updated and intended for public consumption. Social networking is defined as sharing your personal interests and emotions in an online forum with likeminded individuals.
- 1.2 The Company understands that most people use social networking sites and whilst the Company would prefer that staff do not have profiles on such sites, given the adverse and unwanted publicity this can attract to the Company, we understand that most people will want to do so.
- 1.3 This policy deals with the use of all forms of social media, including Facebook, LinkedIn, Twitter, Google+, Wikipedia, Whisper, Instagram, Vine, Tumblr, My Space, Bebo and all other social networking sites, internet postings and blogs. It applies to use of social media for business purposes as well as personal use that may affect our business in any way.
- 1.4 You must avoid making any social media communications that could damage our business interests or reputation, even indirectly.
- 1.5 You must not use social media to defame or disparage us, our staff or any third party; to harass, bully or unlawfully discriminate against staff or third parties; to make false or misleading statements; or to impersonate colleagues or third parties.
- 1.6 You must not express opinions on our behalf via social media, unless expressly authorised to do so by your manager. You may be required to undergo training to obtain such authorisation.
- 1.7 You must not post comments about sensitive business-related topics, such as our performance, or do anything to jeopardise our trade secrets, confidential information, and intellectual property. You must not include our logos or other trademarks in any social media posting or in your profile on any social media.
- 1.8 You are not permitted to add business contacts made during your employment to personal social networking accounts.
- 1.9 Employees need to be aware of the impression that they may give to clients or the public in general using such sites.
- 1.10 Employees should make no reference to the Company or the fact that they work for us on any networking sites.
- 1.11 No comments should be posted about the Company in general, any work-related matter, or any of your colleagues or Managers.





- 1.12 Employees should not add any clients, suppliers, or any other general business contacts of the Company as 'friends' in any circumstances.
- 1.13 Photographs of any work-related events should not be posted onto your profile.
- 1.14 Photographs of any of your colleagues should not be posted on to your site without their prior permission, and then you should ensure that your privacy settings are such that only 'friends' can view those photographs.
- 1.15 Blogging by employees and the use of social networking sites, whether using Company property and systems or personal computer systems, is subject to the terms and restrictions set out below:
- 1.16 Employees should not under any circumstances use Company systems to participate in any internet chat room, post messages on any internet message board or set up or log text or information on a blog for non-business related reasons, even in their own time.
- 1.17 Employees should not under any circumstances use Company systems to participate in any social networking sites for non-business related reasons, even in their own time. The Company will block access from within its network to all such sites it is aware of. If you find yourself accidentally connected to a social networking site, you must disconnect immediately regardless of whether the site had previously been deemed acceptable. If you consider that you need to access such a site during working hours for a business related purpose please contact your Manager.
- 1.18 You are reminded that your duty of confidentiality to the Company applies to blogging and social networking. As such, workers are prohibited from revealing any confidential or proprietary information, trade secrets or any other material deemed as confidential by the Company.
- 1.19 Employees shall not engage, even in their own time, in any blogging or social networking that may harm or tarnish the image, reputation and/or goodwill of the Company and/or any of its employees or customers or which is detrimental to the Company's interests.
- 1.20 Employees may not, even in their own time, attribute personal statements, opinions or beliefs to the Company when engaged in blogging or social networking. If an employee expresses their beliefs and/or opinions in blogs or social networking sites, the employee may not, expressly, or implicitly, represent themselves as an employee or representative of the Company.
- 1.21 Apart from following all laws pertaining to the handling and disclosure of copyrighted materials, Company trademarks, logos and any other Company intellectual property may not be used in connection with any blogging or social networking activity.





- 1.22 The Company reserves the right to routinely monitor all users for the purpose of ensuring that Company rules are being complied with, investigating wrongful acts, or complying with any legal obligation.
- 1.23 Any employee found to be in breach of any of these rules will be subject to disciplinary action, which could include any sanction up to and including dismissal.

2. Photography

- 2.1 Risks of Sharing Images of Children Online: taking and sharing images and videos of children can be dangerous.
- 2.1.1 Risks include:
- 2.1.1.1 Children not being able to control their online image and digital footprint.
 - 2.1.1.2 Images shared online can be commented upon and shared easily.
 - 2.1.1.3 Photographs and videos can be copied, shared, manipulated, and misused by anyone.
 - 2.1.1.4 Images can be licensed and distributed online for commercial use.
 - 2.1.1.5 Children can easily be identified by their clothing, home, and through location tags, which can make them vulnerable to grooming.
- 2.2 To keep the child at the heart of our safeguarding procedures, ASM Sports gains consent from either the parents, carers, or the child themselves prior to taking photographs and videos. Doing so will enable ASM Sports to understand the context behind cases, and therefore safeguard them more effectively.
- 2.3 For young people over 16 years old, we ask the child themselves for their consent, although in certain scenarios it may also be appropriate to gain parental or carer consent too.
- 2.4 For children under 16 years old, parents or carers will need to consent before any image of their child is taken and used and they do so via the MyASM portal when they create an account with ASM.
- 2.5 All consents are stored in line with GDPR guidelines.

