

Next Level Coaching & Sport Development CIC:

Communications, Media & Publicity Policy



Policy	April 2025: <i>Full Director Review</i>	April 2026: <i>Single Director Review</i>	April 2027: <i>Single Director Review</i>	April 2028: <i>Three Year Cycle Full Director Review</i>
Communications, Media & Publicity Policy	AG: Tuesday 29 th April 2025 CM: Monday 12 th May 2025 MR: Monday 12 th May 2025			

Policy Statement

Social media allows people to communicate instantly with each other or to share information in a public forum. Social media tools and platforms include email, online social forums, Facebook, Twitter, blogs, wikis, podcasts, message services, video- and image sharing websites and similar facilities.

This policy is intended to help freelance staff and Directors make appropriate decisions about the use of social media in connection with their work, to outline the standards expected in its use, to explain the business's approach to achieving standards and to describe what will happen in cases of non-compliance with the policy.

Aims of the Policy

This policy on the acceptable and unacceptable use of social media from the perspective of Next Level Coaching and Sport Development specifically aims to:

- give clear guidelines to all freelance staff and Directors on what they can and cannot say on social media platforms about the Community Interest Company.
- help Directors manage the conduct of freelance staff effectively.
- help staff work out the boundaries between their private and work lives.
- comply with the law of the land on discrimination, data protection and the health and safety of both participants and clients and staff.
- be clear about sensitive issues like monitoring and explain how disciplinary rules and sanctions apply to any social media misuse.
- help protect Next Level Coaching and Sport Development against potential liability for the possible actions of freelance staff.

Specific Scope of this Policy

Use of the business's social media platforms are overseen by Mark Roughsedge, Director of Coaching & Sport Development. Next Level Coaching & Sport Development CIC uses certain social media platforms (primarily Facebook, LinkedIn & Instagram) to promote and explain its values, aims and work. Freelance Staff are encouraged to contribute and share their ideas about and within these means as they would on any other aspect of the business.

Policy Guidelines

However, and whenever staff make use of social media that refers to or has implications for Next Level Coaching & Sport Development CIC, it is essential that they comply with the following rules. In general, they should use social media that contains any reference to their work situation responsibly, respectfully and constructively. They should also co-operate within the law governing communications offences. Any breach of the law resulting from non-work-related social media use could also have an impact on their fitness to be employed in a freelance capacity.

Freelance Staff members must not:

- breach confidentiality by referring directly to participants or revealing personal details.
- post images, photographs or videos of participants or clients or colleagues without their knowledge or consent.
- give away confidential information that they have obtained about any participant, colleague or person with whom they have met in the course of their work for Next Level Coaching & Sport Development.
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual associated with their work at Next Level Coaching & Sport Development.
- make offensive or derogatory comments relating to the sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age of anyone connected to the work situation with Next Level Coaching and Sport Development, whether that be a participant or client or colleague.
- use social media to bully a participant or client or colleague or anyone connected to either.
- bring their freelance employer into disrepute, eg by making derogatory or malicious comments or defamatory remarks about the clients of or Directors of the Community Interest Company.
- disclose confidential intellectual property or information owned by the Community Interest Company or breach copyright where the latter is related to the work of Next Level Coaching & Sport Development.

Non-compliance of this Policy

- Any breaches of this policy will be dealt with through the Staff Recruitment & Freelance Employment Policy disciplinary procedures.
- Possible breaches of the law will be referred to the police for investigation and possible criminal proceedings.
- Where participants are harmed or put at risk of harm because of social media misuse, matters will be addressed under safeguarding procedures and referred to the local safeguarding authority.
- Freelance Staff engaged in regulated activity who have caused harm to participants or put them at risk of harm through social media misuse will be deemed to have committed gross professional misconduct and will no longer be employed on a freelance basis with further potential, to be referred to the Disclosure and Barring Service for possible inclusion on its barring lists.