

FUDDOSHIN

K1 KICKBOXING

SOCIAL MEDIA
POLICY

August 2026

Applies To: Coaches, volunteers, students, parents/carers, guardians and visitors

Effective Date: August 2026

Review Date: August 2027

1. Purpose

Fudoshin K1 Kickboxing recognises that social media is an important way to communicate with students, parents/carers, members and the wider community.

Social media can be used positively to:

- Promote the club and its activities.
- Celebrate student achievements.
- Share information about classes, events and competitions.
- Encourage participation and engagement.
- Promote a positive and inclusive kickboxing community.
- Share appropriate photographs and videos of training and events.

However, social media also creates risks, particularly when children and young people are involved.

This policy establishes clear expectations for the responsible use of social media and digital communication connected with Fudoshin K1 Kickboxing.

The welfare and safeguarding of children and young people will always take priority over promotional or social media considerations.

2. Scope

This policy applies to:

- Fudoshin K1 Kickboxing coaches and instructors.
- Volunteers and assistants.
- Students and members.
- Parents, carers and guardians.
- Visitors attending club activities.
- Anyone representing or acting on behalf of Fudoshin K1 Kickboxing.
- Social media accounts, groups or pages operated by the club.
- Personal social media accounts where posts relate directly to the club, its students, coaches or activities.

This policy applies to platforms including Facebook, Instagram, TikTok, YouTube, Snapchat, X/ Twitter, WhatsApp, Messenger and other social networking, messaging, video-sharing or live-streaming platforms.

3. Principles

Fudoshin K1 Kickboxing expects everyone connected with the club to:

1. Treat others with respect.
2. Protect the privacy and dignity of students and members.
3. Take particular care when communicating with children and young people.
4. Avoid posting content that could place another person at risk.
5. Never use social media to bully, threaten, harass, embarrass or discriminate against another person.
6. Follow the club's safeguarding and child protection procedures.
7. Obtain appropriate permission before photographing, filming or publishing identifiable images of children.
8. Remember that content posted online can be copied, shared and retained even after it has been deleted.

4. Official Fudoshin K1 Kickboxing Social Media

The club may operate official social media accounts for promotional, communication and community purposes.

Only individuals authorised by Fudoshin K1 Kickboxing may post on official club accounts.

Official accounts should be used to:

- Promote classes and events.
- Share club announcements.
- Celebrate achievements.
- Promote competitions and grading results.
- Share suitable training content.
- Promote positive messages about kickboxing and physical activity.
- Communicate important information to members and parents/carers.

Content posted on official accounts should be appropriate, respectful and consistent with the values of Fudoshin K1 Kickboxing.

5. Posting Photographs and Videos

Fudoshin K1 Kickboxing may take photographs and videos during training sessions, gradings, competitions, events and other club activities.

Where children or young people are identifiable, the club will only publish images in accordance with its consent arrangements and safeguarding procedures.

The club will take reasonable steps to ensure that:

- Appropriate consent has been obtained where required.
- Images are suitable and respectful.
- Children are not identified in a way that unnecessarily increases safeguarding risks.
- Images do not reveal unnecessary personal information.
- Images are not used in a manner that could embarrass, humiliate or place a student at risk.

Images should show students participating appropriately in kickboxing or club activities.

Particular care should be taken with photographs or videos involving changing areas, toilets, medical treatment or other situations where privacy could reasonably be expected.

Photography or filming must never take place in changing rooms, toilets or other private areas.

6. Parents, Carers and Guardians

Parents, carers and guardians are welcome to take photographs or videos of their own child where appropriate.

However, parents/carers are asked to respect the privacy of other children and families.

Parents/carers should:

- Avoid photographing or filming other children without appropriate permission.
- Avoid posting images of other children on public social media without permission from their parent/carer.
- Avoid tagging children or identifying them by name unnecessarily.
- Follow any photography restrictions communicated by the club.
- Respect requests from parents/carers regarding their child's image.
- Never post content that could embarrass, humiliate or place a child at risk.

Where a parent/carer has concerns about photography or social media, they should speak to a coach or the club's Designated Safeguarding Lead.

7. Children and Young People Using Social Media

Fudoshin K1 Kickboxing encourages parents/carers to monitor their child's use of social media and online communication.

Students should not use social media to:

- Bully another student.
- Threaten or intimidate another person.
- Share private information.
- Share inappropriate photographs or videos.
- Mock or ridicule another student, coach or member of staff.
- Organise harassment or exclusion of another student.
- Make allegations about safeguarding matters publicly.
- Share confidential club information.

Any safeguarding concern should be reported directly to a coach or the Designated Safeguarding Lead rather than discussed publicly online.

8. Direct Messaging Between Coaches and Children

Coaches and volunteers should avoid private one-to-one social media communication with children wherever possible.

Where communication with a child is necessary, communication should be:

- Through an appropriate club account or approved communication channel.
- Visible or accessible to another responsible adult where reasonably possible.
- Related to the student's participation in club activities.
- Appropriate, professional and proportionate.

Coaches should not use disappearing messages, secret accounts or inappropriate private communication with children.

Coaches must never request or encourage a child to keep online communication secret from their parents/carers or another trusted adult.

9. WhatsApp and Messaging Groups

Fudoshin K1 Kickboxing may use WhatsApp or other messaging platforms for club communication.

Where children are involved, groups should normally be managed through parents/carers or appropriate adult representatives rather than relying on private direct communication with children.

Club communication groups should be used primarily for training information, class updates, events, grading information, competition information, cancellations and changes, and other legitimate club matters.

Members should not use club groups to:

- Bully or harass others.
- Share offensive or discriminatory content.
- Share inappropriate images or videos.
- Discuss confidential safeguarding matters.
- Publicly criticise or shame individual students.
- Distribute content unrelated to the purpose of the group where it becomes disruptive.

Coaches and administrators may remove inappropriate content or members where necessary to protect the group and the club community.

10. Social Media and Safeguarding

Social media concerns can constitute safeguarding concerns.

Examples include:

- A child receiving inappropriate messages from an adult.
- Sexualised or inappropriate images involving a child.
- Online bullying.
- Threats or intimidation.
- Sharing a child's personal information.
- Attempts by an adult to establish inappropriate contact with a child.
- Coercion or pressure to keep online conversations secret.
- Sharing videos of children without appropriate permission.
- Content suggesting that a child may be at risk of harm.

Any safeguarding concern should be reported promptly to the club's Designated Safeguarding Lead in accordance with the Fudoshin K1 Kickboxing Safeguarding Policy.

Where necessary, concerns may be referred to the appropriate external safeguarding authorities.

11. Bullying, Harassment and Discrimination

Social media must never be used to bully, threaten, harass or discriminate against another person.

Fudoshin K1 Kickboxing will not tolerate online behaviour involving:

- Racism.
- Sexism.
- Homophobia or discrimination based on sexual orientation.
- Disability discrimination.
- Religious discrimination.
- Abusive or threatening language.
- Body shaming.
- Personal attacks.
- Humiliation or ridicule.
- Deliberate exclusion.
- Sharing private conversations or information without permission.

Online behaviour that negatively affects the safety or wellbeing of club members may be addressed under the club's disciplinary procedures even where the behaviour takes place outside a training session.

12. Coaches and Volunteers

Coaches and volunteers are representatives of Fudoshin K1 Kickboxing and should maintain appropriate professional boundaries online.

Coaches and volunteers should:

- Maintain professional standards.
- Keep communication with students appropriate.
- Avoid inappropriate interactions with children.
- Avoid posting content that could damage confidence in their suitability to work with children.
- Respect confidentiality.
- Follow safeguarding procedures.
- Report concerns appropriately.

Coaches should consider how their personal social media activity could affect their professional role within the club.

Nothing in this policy prevents coaches from maintaining personal social media accounts. However, coaches should be mindful that publicly available content may be viewed by students and families.

13. Live Streaming

Live streaming from training sessions, competitions or club events should only take place with appropriate consideration of safeguarding, privacy and consent.

Children should not be individually live-streamed without appropriate permission.

The club reserves the right to prohibit live streaming at any training session or event where it considers this necessary.

14. Tagging and Identifying Students

The club will avoid unnecessarily identifying children by full name in social media posts.

Where appropriate, the club may celebrate achievements using first names, competition results, grading achievements or team information.

Parents/carers may request that their child's image or name is not used in club social media.

Such requests should be respected and recorded appropriately.

15. Personal Information

Members must not share another person's personal information online without permission.

This includes:

- Home addresses.
- Telephone numbers.
- Email addresses.
- School information.
- Personal schedules.
- Medical information.
- Family circumstances.
- Private messages.
- Personal photographs.
- Other information that could reasonably place someone at risk.

Club members should also avoid posting information that reveals when a child is regularly attending a particular activity or location in a way that could create a safeguarding risk.

16. Competitions, Gradings and Events

Photographs and videos may be taken at competitions, gradings and events.

Fudoshin K1 Kickboxing will make reasonable efforts to ensure that photography and filming arrangements are communicated in advance where appropriate.

Parents/carers and participants should follow any specific photography or filming instructions given by event organisers.

Where an external organisation controls photography arrangements, the club will follow that organisation's relevant rules and safeguarding requirements.

17. Complaints and Concerns

Social media should not be used as the primary method for raising complaints about the club, coaches, students or safeguarding matters.

Concerns should be raised through the appropriate Fudoshin K1 Kickboxing procedure.

Publicly posting allegations, personal disputes or complaints may unfairly affect individuals and can make safeguarding matters more difficult to manage.

The club will aim to address legitimate concerns fairly, respectfully and confidentially.

18. Breaches of This Policy

A breach of this policy may result in action being taken under the club's relevant procedures.

Depending on the seriousness of the behaviour, this may include:

- Informal discussion.
- Removal of inappropriate content.
- Formal warning.
- Removal from a club social media group.
- Suspension from club activities.
- Removal from the club.
- Referral to the Designated Safeguarding Lead.
- Referral to an appropriate external organisation or authority where required.

Serious safeguarding concerns will be dealt with in accordance with the club's Safeguarding Policy.

19. Dealing With Online Abuse or Harmful Content

Where inappropriate content relating to Fudoshin K1 Kickboxing is discovered online, members should avoid engaging in arguments or escalating the situation.

Where appropriate:

1. Take a screenshot or preserve relevant evidence.
2. Do not forward harmful or inappropriate material unnecessarily.
3. Report the content through the relevant platform.
4. Inform a coach or the Designated Safeguarding Lead where appropriate.
5. Follow the club's safeguarding or complaints procedures.

Where there is an immediate risk of harm, appropriate emergency or safeguarding procedures should be followed.

20. Consent and Withdrawal of Consent

Consent for the use of photographs or videos involving children should be managed in accordance with the club's photography and safeguarding arrangements.

Parents/carers may withdraw consent by contacting Fudoshin K1 Kickboxing.

Withdrawal of consent will apply to future use of images where reasonably practicable. The club cannot guarantee removal of content that has already been copied, shared or redistributed by third parties.

21. Data Protection

Fudoshin K1 Kickboxing will handle photographs, videos and personal information responsibly and in accordance with applicable UK data protection requirements.

Personal information should only be collected, stored and used where there is an appropriate reason to do so.

Images and information should not be retained or published unnecessarily.

22. Responsibilities

Club Owner / Management

The club management is responsible for:

- Implementing this policy.
- Ensuring appropriate safeguarding arrangements are in place.
- Managing official social media accounts.
- Responding to concerns.
- Ensuring staff and volunteers understand their responsibilities.

Coaches and Volunteers

Coaches and volunteers are responsible for:

- Following this policy.
- Maintaining appropriate professional boundaries.
- Reporting safeguarding concerns.
- Using social media responsibly.

Parents/Carers

Parents/carers are responsible for:

- Respecting other children and families.
- Following photography and filming requirements.
- Monitoring their child's online activity where appropriate.
- Raising concerns through appropriate channels.

Students

Students are responsible for:

- Treating others respectfully online.
- Following club rules.
- Not bullying or harassing others.
- Protecting other people's privacy.
- Reporting concerning behaviour to a trusted adult.

23. Policy Statement

Fudoshin K1 Kickboxing is committed to using social media in a positive, responsible and safeguarding-conscious way.

Social media should help build a strong and supportive club community rather than create risks for students, families, coaches or volunteers.

The safety, dignity and wellbeing of our members—particularly children and young people—will always come before social media content, publicity or promotion.

Any concern regarding online safety or safeguarding should be reported promptly to the Fudoshin K1 Kickboxing Designated Safeguarding Lead.

Policy Review: This policy will be reviewed annually, or sooner where there are significant changes to legislation, guidance, club activities or safeguarding requirements.

Related Policies:

- Fudoshin K1 Kickboxing Safeguarding Policy
- Fudoshin K1 Kickboxing Code of Conduct
- Parent/Carer Code of Conduct
- Photography and Filming Policy
- Complaints Procedure
- Data Protection/Privacy Policy