

# Don't be left sitting on the bench with social media

## The Office of the eSafety Commissioner

Established in July 2015, the Office of the [eSafety Commissioner](#) (the Office) is committed to helping all Australians have safe, positive experiences online. The Office promotes online safety education for Australian young people through our classroom resources and Outreach programs. The Office also provides a complaints service for young Australians who experience serious cyberbullying and for reporting illegal online content.

The Office provides eSafety [sporting presentations](#) to:

- \* Athlete audiences (13+)
- \* Administrators/coaches/managers/parent audiences

## Social media policies in a sporting environment

Key social media policy considerations:

- \* Do coaches, managers, athletes and parents understand and know the details of the organisation's social media and code of conduct policies?
- \* Is there a clear reporting process when something goes wrong?
- \* Are athletes and parents aware of the terms and conditions of signing up to a sporting team? Has documentation been signed by the athlete and parent/carer?

## The use of photos, videos and social media

- \* Tips for taking [photos and videos](#) and sharing them online
- \* FAQs for schools and organisations
- \* FAQs for parents and carers.

## Inducting and protecting new coaches

What platforms do you encourage coaches to use for safe communication with athletes and parents?

### Key messages for coaches

- \* As a coach you are in a position of power.
- \* Respectfully refuse parent requests to connect online.
- \* You are modelling behaviour online and your actions will be scrutinised by others.
- \* Online communications to athletes and parents should be monitored by a staff member/manager.
- \* Identify the purpose of photos and video content produced for coaching feedback – be explicit with coaches on content deletion and storage.

### Explain risks with scenarios

You are FB friends with the one of the athlete's parents. Their child is not picked for the finals. What issues may result?

## Communicating reporting mechanisms

Are your athletes, parents and staff aware of reporting mechanisms for cases such as:

- \* disclosures from athletes
- \* being targeted by online abuse and harassment.

## Coaches as important influencers

A public report was commissioned by the Department of Social Services in Nov 2015 into reducing violence against women and their children. Strategies discussed included a primary prevention campaign targeting influencers of young people. Coaches and teachers were two groups identified as having a high desire to be a positive influence on young people.

## Social media guidelines for today's sports parents

Check out Chris Fore's blog post on 9 social media guidelines for today's sports parent.

## National Integrity of Sports Unit

### Keeping Australian Sport Honest – e-learning program

The program is designed to help the learner understand what match-fixing is, its consequences, how to recognise it and report it.

The four modules include:

- \* What is match-fixing?
- \* How might you be targeted by match-fixers?
- \* What does match-fixing look like?
- \* What can you do to stop match fixing?

### Case Study – Premier League Youth football players targeted on Snapchat

The case study demonstrates the need to educate players about:

- \* the dangers of online abuse
- \* acting appropriately online
- \* social media platforms being used to groom athletes.

