**Wales YFC’s Guide to staying safe online**

Social media is the social interaction among people in which they create, share or exchange information and ideas in [virtual communities](http://en.wikipedia.org/wiki/Virtual_community) and [networks](http://en.wikipedia.org/wiki/Virtual_network). These include Facebook, Twitter, Instagram, snapchat LinkedIn, Skype, Pinterest, Tumblr and Flickr.

Social media is a great way for keeping in touch with friends and family and making new friends. Please follow the tips in this guide to make sure that using social media is a happy experience for all involved. It is advisable to practice appropriate online communication which includes respectful language, careful self-disclosure and refusal to participate in any form of cyber-bullying. Just remember, for now, social media keeps anything you’ve posted and deleted, indefinitely. Be mindful to what you post as a status or comment and make good judgements online – think before you post!

Users should also make themselves aware of the social media network’s own terms and conditions.

\*However while it brings great opportunities there are also significant risks and it’s important that guidelines are followed.

**Facebook**

If your club wishes to use Facebook, they should set up a closed group.

We would recommend keeping posts private.

Be sensible when adding people to your group

If your club wishes to advertise an event, then an ‘event’ page would be the best way to do so and then invite guests to attend.

A – Do not post any comments which may be seen as discriminatory or offensive…clubs have the right to remove any comments which are deemed to be unsuitable for public view.

Facebook Pages

Facebook Pages are essentially proﬁles for organizations, which allows your club to have a public Facebook presence, which is visible on search engines and can act as an extension of your own club website. Facebook Pages have administrators (Admins), which are Facebook users who have been given permission to post on behalf of the club.

Facebook Groups

Groups are better used for smaller collections of people and generally have a more personal feel to them. Groups have the advantage of customized privacy through public or invite-only access. You are also able to send Messages to members of a Group, which is helpful for coordinating group activities or

discussions. In addition, Groups allow individuals to schedule events and even share documents with other members.

As a quick reference for when to use the different account types, consult the following table;

|  |  |  |  |
| --- | --- | --- | --- |
|  | Profile | Page | Group |
|  | Person | CFfI Cymru | Clwb CFfI |
| Best for | Individuals | Clubs / Organisations | Clubs or Small groups |
| Viewable | Dependant on privacy settings | Public | Private or public |
| Connection | Friend | ‘Like’ | ‘Join’ |
| Approval to connect | Friend | None | Invite only |
| Post representation | Person | Clubs / organisations | Person |
| Can send messages | Yes | No | Yes |

**Twitter**

If you wish to only allow certain people, such as those from your Club who are using Twitter, to see your Tweets you can use Protected Tweets. This means that when people want to follow you, they have to request permission from you and you have to allow them to follow. Once allowed they will be able to see your tweets.

**General**

\*Be careful about the information you share on Social media…Don’t share anything you wouldn’t want a stranger to know & don’t divulge too much information.

**Notes**

Please remember that everyone using social media to promote the YFC has a responsibility to protect the brand.

If you already have your own Facebook proﬁle, it might be tempting to set one up for your club. While this method is fast and easy, it is important to note that Facebook actively searches for and deletes Proﬁles representing organizations.

This is because Proﬁles were designed solely to represent an individual, and not an organization or a group. In addition, groups and pages provide more tools which will help your club/organization ﬂourish on Facebook. With these things in mind, skip the urge to create a proﬁle for your club, and take a look at pages and groups instead.

**If a safeguarding issue arises, please refer to your county federation’s Safeguarding policy.**

\*Note – these are just guidelines, not to be endorsed **as advice.**