

# BRITISH TAEKWONDO COUNCIL

## CORPORATE COMMUNICATIONS POLICY

Version	Author	Changes	Date	Review Date
1	Trevor Nicholls	Adapted from Social Media Policy, renamed and updated	May 2020	May 2022

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<b>Related BTC Policies</b> Acceptable Use Policy Club Online Safety and Social Media Policy (BTC Safeguarding Policy booklet) Communication Guidelines (BTC Safeguarding Policy booklet) Cyber-Bullying Policy (BTC Safeguarding Policy booklet) Data Protection Policy Code of Conduct and Ethics		

## 1. PURPOSE

This Policy provides guidance on the standards for communications expected on the part of directors, staff and members of the British Taekwondo Council (BTC).

## 2. SCOPE

- 2.1. This policy applies to all individuals representing the BTC either directly as an employee or contractor (Third Parties), or as a member (for example as an instructor, coach or student within the BTC Member Organisations), whether engaging or causing others to engage in communications in any media which may misrepresent or bring into disrepute the BTC or its members. The aim of this policy is to assure that such practices are conducted in compliance with applicable laws, regulations, and best practice guidelines.
- 2.2. To the extent that laws and regulations' applicability are unclear, the BTC will make reasonable judgments regarding applying existing print rules to social media forums and will conform to industry practices to the greatest extent possible.
- 2.3. BTC representatives working with Third Parties (eg Volunteers, Contractors) are responsible for assuring that Third Parties adhere to the principles of and are aware of this policy and will effectively monitor their activities whilst engaged in BTC-related activities. Third Parties may not undertake activities on behalf of the BTC that BTC representatives are prohibited from undertaking.

## 3. LEGAL CONSIDERATIONS

**3.1 The Human Rights Act 1998** Article 8 gives a 'right to respect for private and family life, home and correspondence'. Case law suggests that employees have a reasonable expectation of privacy in the workplace.

**3.2 General Data Protection Regulation (GDPR)** as it applies in the UK, tailored by the **Data Protection Act 2018**.

- Data protection is about ensuring people can trust you to use their data fairly and responsibly.
- If you collect information about individuals for any reason other than your own personal, family or household purposes, you need to comply.
- The UK data protection regime is set out in the DPA 2018, along with the GDPR (which also forms part of UK law). It takes a flexible, risk-based approach which puts the onus on you to think about and justify how and why you use data.
- The [ICO](#) regulates data protection in the UK. They offer advice and guidance, promote good practice, carry out audits, consider complaints, monitor compliance and take enforcement action where appropriate.

## 4. METHODS OF COMMUNICATION

### 4.1 Trademarks and Logos

Where the intention is to use the BTC, BTC Member Organisations, UK Sport, Sport England, NSPCC/CPSU Safeguarding, or any other related logos (eg club accreditation programmes), the Safeguarding Code in Martial Arts, etc, BTC Administration must approve such use in accordance with the Trademark and Logos Policy.

### 4.2 Letters

Only directors and staff conducting formal communications should use the official BTC letterheads relevant to their role and the purpose, eg BTC Administration, BTC

Insurance, minutes, HR. BTC Members may, from time to time, request references or confirmations to be presented on a BTC letterhead; BTC Administration will assist.

#### **4.3 Other documents**

Unless authorised to do so, BTC members/Third Parties may not disclose any confidential or proprietary information of or about the BTC, BTC Member Organisations and Third Parties, its employees, affiliates, vendors, customers or suppliers, including, but not limited to, personal, business and financial information.

BTC members/Third Parties shall abide by the copyright and regulatory laws, to the extent necessary, obtaining permission to use or reproduce any copyrighted text, photo, graphics, video, research data and other material owned by others.

#### **4.4 Emails**

Emails to external recipients should include only those individuals external and internal who have a direct involvement in the matter; the subject should be clearly stated. Language should be formal and appropriate, with acronyms explained in the first instance. Emails to internal recipients may be less formal and use terminology familiar to the audience. Emails should not include any commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment. Violations of this policy may lead to disciplinary action and corrective action, up to and including expulsion from the BTC or referral to the Authorities (e.g. Police or Social Care Departments) as deemed necessary.

#### **4.5 Verbal**

Formal or informal verbal communication (face-to-face, telephone, phone or video conferencing) with external and internal individuals or groups should observe the BTC Data Protection policy guidelines (inc GDPR) and not include defamatory or discriminatory statements, racial slurs, sexual innuendoes, gossip and/or offensive, threatening, or false statements.

#### **4.6 Social Media**

The use of social networking sites such as Facebook, Snapchat, Twitter and WhatsApp is now commonplace as a communication tool for businesses, not just by young people and adults. These sites permit users to chat online, post pictures, blogs, etc through the creation of an online profile, which can be publicly available to all or restricted to an approved circle of electronic friends. You Tube and Google are platforms for uploading and viewing video clips, which with cameras and mobile phones is quick and easy to achieve. BTC is becoming more active in using Facebook to link to Member Organisation web sites, articles and videos, promoting events, showing photo ID of registered instructors and can potentially reach over 30,000 people.

BTC members/Third Parties may not use or disclose any Personally Identifiable Information of any kind on any social media without the express written permission of the individual and if deemed necessary, the BTC. Even if an individual is not identifiable by name within the information to be used or disclosed, if there is reasonable basis to believe that the person could still be identified from that information, then its use or disclosure could constitute a violation of General Data Protection Regulations (GDPR).

Posts should not include any commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment. Violations of this policy may lead to disciplinary action and corrective

action, up to and including expulsion from the BTC or referral to the Authorities (e.g. Police or Social Care Departments) as deemed necessary.

#### **4.6.1 Review of social media proposals and content to be published on social media forums**

For promotional uses of social media related to any approved product(s) marketed by the BTC, BTC Administration should approve such use.

For all other uses of social media for which BTC members/Third Parties may establish or contribute specific content to a social media forum which can be directly identified as BTC, BTC Administration should be informed.

Links from online social media forums controlled by the BTC to third-party web sites must be clearly identified or labeled as such, and users notified that they are leaving a BTC site for a web site for which BTC is not responsible. All sites linked or referred to must be appropriate for the intended audience, and all content of such sites must comply with all applicable laws, this policy, and the BTC Code of Conduct.

Certain social media functions allow users to e-mail, forward, or recommend content to others. BTC members and Third Parties should abide by the spirit of this policy when using such functions, for example RE-TWEETing, Sharing or Tagging activities.

Any content for social media forums originating from BTC members/Third Parties must endeavour to disable the editing function so that third-parties may not selectively share or post content elsewhere on the internet. If the editing function cannot be disabled, then BTC members/Third Parties should consider not using these forums.

If an individual from the BTC members/Third Parties sees content on the Internet that he or she believes warrants attention by the BTC (such as potential slanderous/libelous comments pertaining to the BTC or an individual in a BTC Member Organisation) they should send this information to BTC Administration and should refrain from engaging in discussion or responding.

#### **4.6.2 Content published to social media forums on behalf of the BTC**

If BTC source content is published to social media forums by individuals within the BTC, BTC Member Organisations or Third Parties they must identify the BTC as the source of the content.

If claims or representations about the BTC appear on social media forums controlled by third parties that the BTC may edit (e.g., Wikipedia). Edited content must prominently disclose that the BTC edited the claim or representation and such edits must be made in accordance with this policy.

#### **4.6.3 Social Media Functionality – Tagging, Ratings, and Portable Content**

All tags visible to the general public on third-party websites or content pertaining to BTC members and Third Parties should be in line with this policy, the BTC Acceptable Use policy and the BTC Code of Conduct. If determined to be inappropriate, tags should be removed if possible.

The BTC members and Third Parties shall be mindful of potential adverse consequences of portability when reviewing such content for posting. For

example, if a promotional product video could be cut in a way that failed to include risk information, the risk information should be interspersed with other video content to avoid that outcome.

All the above media are employed within BTC activities and, along with the benefits, risks are attached. Should an individual representing the BTC engage in activities that contravene this or related policies, the BTC will implement disciplinary procedures as outlined in the Disciplinary Policy.

## **5. REPRESENTING THE BTC**

If a BTC representative is asked to respond to questions about the BTC, BTC Administration or an individual within a BTC Member Organisation or Third Parties, they must not respond unless they receive express authorisation to do so from BTC Administration.

