A close up of a sign

Description automatically generated**Goalball UK – Club Minimum Standards**

# 13. Social Media

This guidance has been adapted from Sport England buddle ([buddle - Making the most of social media](https://buddle.co/learning-and-support-resources/develop-and-grow/marketing-and-communications/social-media/making)) as best practice for developing your club’s social media platforms.

**Permission from members**

It is important for clubs to gain permission from their members to appear on the club’s social media platforms within photos and videos. This permission can be part of the club’s membership form, with a short question such as ‘I (the person filling out the membership form) grant XXX club permission for me to be included in photos and videos posted on the club’s social media’. If the member is under 18, this question and permission needs to be completed by their parent/guardian. The permission question must have the option for the member to refuse permission, i.e. by ticking ‘no’, and this must be respected by the club for any member who has not given permission to appear on social media, regardless of age.

## Social media use

There are various social media platforms available such as Facebook, X (formerly Twitter), Instagram, TikTok, YouTube, amongst others.

Using social media platforms is a great way to positively promote club activities, communicate with existing members, and attract new members. Social media is also a useful way to engage with funders and partner organisations.

But remember… whichever social media platform that you use, make sure that it is accessible. For more information, please visit the RNIB Website (<https://www.rnib.org.uk/rnibconnect/technology/making-your-social-media-accessible>)

## Additional Information

Should you need any additional information in relation to social media please contact our enquiries email and a member of the development team will get back to you – [enquiries@goalballuk.com](mailto:enquiries@goalballuk.com)