

## Social Media Policy

At Kuk Sool Won of Weston super Mare <sup>TM</sup> we recognise new technology and how it can be a useful channel for marketing and customer service but must be used responsibly

Social media is a far reaching and ever evolving communication tool.

Platforms such as Facebook, Twitter, Instagram and TikTok etc



Are incredibly powerful marketing and information tools and with appropriate guidelines it can be used in a positive and professional manner

This document relates to all coaches, staff & parents at Kuk Sool Won of Weston super Mare <sup>TM</sup> who are: commenting, reviewing or adding content to social media sites or maintain profiles on any of the social or business networking sites, either on behalf of Kuk Sool Won of Weston super Mare <sup>TM</sup>, or personally.

## Key Points

Be mindful of keeping safe, do not disclose personal information. Any views or opinions expressed must be your own and not those of Kuk Sool Won of Weston super Mare <sup>TM</sup>.

Exercise discretion in the choice of contacts you are linked to.

Be professional, positive, courteous, respectful and reasonable.

Avoid bad language, negative, controversial or offensive comments and /or statements.

Confidentiality must be maintained at all times, disclosure of confidential information may lead to legal action.