

EKF Social Media Policy



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Author / Title: XXXX	Responsibility: Marketing and Sponsorship Director
Replaces: Version 2.0	Head of Department: Xx
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Date ratified:	June 2025
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<ul style="list-style-type: none"> Does this document meet the requirements under the Equality Act 2010 in relation to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation? Yes Does this document meet our additional commitment as an organisation to extend our duty to carers, veterans, people from a low socioeconomic background, and people with diverse gender identities? Yes 	
Document for Public Display: Yes	

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1. Introduction

- 1.1 The internet provides a range of social media outlets which allow users to interact with one another and offers real benefits e.g. rediscovering friends, keeping up to date with news and information from trusted sources of information, communicating messages widely for no cost.
- 1.2 Whilst the EKF recognises the importance of social media, and the many positive effects it can have, we also recognise that without a code of practice the risks which social media poses can have negative consequences for individuals and for the organisation as a whole.
- 1.3 The principles which are laid out in this policy are intended to ensure that all EKF members use social media responsibly so that the confidentiality of members and the reputation of the EKF is appropriately safeguarded. These same principles will be applied to the use of official EKF social media.
- 1.4 Social media is changing the way we all communicate. This policy has therefore been developed to inform the EKF community about the use of social media so people feel engaged to participate whilst being mindful of their responsibilities and obligations that go with being a member of the EKF.
- 1.5 The policy also assists in the establishment of a culture of openness, transparency and integrity relating to all online activities associated with the EKF.
- 1.6 Breaches of the policy are also clearly stipulated within the body of the document.

2. Scope

2.1 This policy applies to all EKF Members including

- Board members/Directors
- Coaches and Assistant Coaches
- National Squad Members
- Support personnel e.g. administrators
- Referees
- Volunteers
- Members

2.2 The policy covers personal use of social media as well as the use of social media for official EKF purposes including sites hosted and maintained on behalf of the EKF.

2.3 The policy is applicable to (but not limited to):

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. TikTok, YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)

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- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards

2.4 The internet is a fast-moving technology and it is impossible to cover all circumstances or emerging media. The principles set out in this policy must be followed irrespective of the medium used.

2.5 Whilst this policy does not specifically apply to the personal use of social media by those previously mentioned, the inappropriate use of social media in matters not pertaining to the EKF may be regulated by other EKF policies or the law. Practices may include bullying which is covered by the EKF Safeguarding Policy or Trolling which can be a criminal offence. Furthermore, the sharing of information online which may be deemed by the relevant authorities to be hateful will also be dealt with accordingly by the EKF and/or the authorities.

3. Roles and Responsibilities

Role	Responsibility
EKF Board of Directors	Overall responsibility for policy implementation and monitoring
EKF Marketing and Sponsorship Director	Operational management for policy including ensuring that access to official EKF social media sites is controlled with access being revoked when personnel are no longer in role. Provide content that promotes the EKF and its objectives. Ensure content is in line with the Inclusive Communications Guide published by the Activity Alliance. Work in conjunction with the Equality, Diversity and Inclusion Director to ensure content is diverse and celebrates the diversity within the EKF and wider community.
EKF EDI Director	Provide and implement a communications strategy for EDI ensuring that the EKF celebrates and promotes diverse causes in line with our Values.
EKF Safeguarding Team	Review all cases where safeguarding issues arise. These will be reviewed through the formal EKF Safeguarding Case Management Meetings.
EKF Associations and Members	Ensure compliance with this policy by adhering to good practice guidelines.

4. Legal Framework

4.1 The EKF is committed to ensuring that all staff members provide confidential services that

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meet the highest standards. All individuals working on behalf of the EKF are bound by a legal duty of confidence and other laws to protect the confidential information they have access to during their work.

4.2 Disclosure of confidential information on social media is likely to be a breach of a number of laws and professional codes of conduct, including:

- General Data Protection Rules 2018
 - For guidance on GDPR please refer to our GDPR Guidance for Associations document available on our Website
- Data Protection Act 2018
- The Human Rights Act 1998
- Common law duty of confidentiality

4.3. Whilst the GDPR Guidance for Associations will advise further, confidential information includes (but is not limited to):

- Personal identifiable information e.g. student records
- Information divulged in the expectation of confidentiality
- EKF records containing organisationally or publicly sensitive information

4.4. EKF Members should also be aware that other laws relating to libel, defamation, harassment etc. may apply to information posted on social media and is covered by the following pieces of legislation:

- Libel Act 1843
- Defamation Acts, 1952, 1996 and 2013
- Protection from Harassment Act 1997
- Criminal Justice and Public Order Act 1994
- Malicious Communications Act 1998
- Communications Act 2003

5. Using Social Media in an Official Capacity

5.1. You must be authorised by the EKF Board of Directors before engaging in social media as a representative of the EKF.

5.2 Only appointed/named individuals may use the official EKF social media sites.

5.3. When a member is no longer in a position where they require access to the official EKF accounts, access must be revoked as there is no longer a legitimate reason for them to have access. Failure to remove access can result in members having access to confidential messages meant for EKF officials as well as safeguarding risks.

5.4. Access, approval and removal will be the operational management responsibility of the EKF Marketing and Sponsorship Director. If the relevant Director leaves post it is essential that access to the Sites is maintained and for that reason, the password for the accounts will be held, with administration/management access granted, to more than one Director and including the EKF President.

5.4. By utilising the EKF Social Media sites you are an extension of the EKF brand. As such, the boundaries between when you are representing yourself and when you are representing the EKF can become blurred. This can become more problematic when a user has an increased

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profile/position within the EKF or has a conflict of interest with what is being posted. It is therefore imperative that the official users of the EKF Social Media pages do so in a way which appropriately represents both the user and the EKF online at all times.

- 5.5. Users of official EKF Social Media sites must ensure that the personal use of social media does not interfere with their work commitments or productivity.
- 5.6. When utilising social media, you must ensure that the privacy of the EKF is protected with confidential information not disclosed. This includes any information that is not publicly accessible, widely known, or not expected to be shared outside of the particular forum e.g., sensitive matters.
- 5.7. Within the general scope of authorisation, it is acceptable to discuss and have dialogue with the wider EKF community about matters affecting the EKF. However, what is prohibited is the disclosure of any confidential information including details about any litigations and any other unpublished details e.g., financial or trade secrets, contractual particulars etc.
- 5.8. Where an approved official social media user has their personal account hacked, they should inform the Board of Directors immediately so a message can be sent to EKF Member's advising caution with regards to sending or responding to messages from the affected member.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

6. Using Social Media in a Personal Capacity

- 6.1. Individual members of the EKF are not permitted to present personal opinions in ways that imply endorsement by the EKF. Any personal statements (including opinions or views on any issue) should be accompanied by a personal disclaimer or explicit statement that the individual is speaking for themselves and not on behalf of the EKF.
- 6.2. Whilst a prominent disclaimer is encouraged, this should not be relied upon as it rarely has any legal effect.
- 6.3. Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side. **Think before you click.**

7. Principles to follow

You must adhere to the following principles when using social media related to the EKF, or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

7.1. Confidentiality and Privacy

- 7.1.1. When posting content online there is a potential for that content to become publicly available through a variety of means regardless of whether this was the intention or not.

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Consequently, desist from posting any content on social media platforms that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

- 7.1.2. Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.
- 7.1.3. When using Social Media, it is advised that you should be considerate to others and not post any information online specifically where you have not been asked to or without prior consent having been sought.
- 7.1.4. Permission should be sought when publicising information directly relating to an individual. With regards to children and young people, this is particularly important and parental/guardian consent is **mandatory**.
- 7.1.5. When publishing a person's identifiable image, it is **mandatory** prior to and after taking the photograph or video to obtain the persons consent to upload this to social media. Furthermore, you should in all circumstances refrain from posting any photographs or videos of a sensitive nature including accidents, incidents, or controversial behaviour. For further advice and guidance please refer to the EKF's Photography Policy available on the official website.
- 7.1.6. In every instance of posting photos/videos, you are also required to have the consent of the owner of copyright.

7.2. Honesty and integrity

- 7.2.1. Honesty (or apparent lack of) may be quickly noticed within the Social Media environment. Therefore, do not post anything or say anything which you know to be dishonest, untrue or misleading. If the source of what you are publishing is either unknown or a known non-reputable source, then refrain from publishing.
- 7.2.2. It is best practice to avoid posting anonymously, using pseudonyms or false screen names unless where necessary for legal protections or professional reasons. Where possible you should use your real name, be clear about who you are and identify any affiliations that you have. Social Media is not anonymous nor above the law. You should assume that all information that is posted online can and will be trace back to you. You are ultimately accountable for what you post online.
- 7.2.3. Following on from the previous point (7.2.2) if you have a vested interest or a perceived conflict of interest in a matter which is being discussed throughout the various forums on Social Media sites, ensure this is pointed out. If, through activity on these forums, endorse or recommend something/someone that you are affiliated with i.e., have a close relationship with then you must disclose that affiliation.

7.3. Discrimination, sexual harassment, bullying and other illegal content

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- 7.3.1. Do not under any circumstances post, link or interact with content which contains illegal or indecent content. This includes defamatory, vilifying or deceptive content.
- 7.3.2. The EKF reflects the wide diversity that exists within England and is inclusive of Members from differing social and ethnic backgrounds. It encapsulates all genders and sexualities. With that in mind, no material should be posted online that is discriminatory, racist, sexist or hateful.

7.4. Intellectual Property Laws

7.4.1. When using Social Media, you must not use any of the EKF's intellectual property or imagery on your own personal sites without first having received approval from the EKF.

7.4.2. Relevant Intellectual Property is inclusive of (but not restricted to):

- Logos
- Slogans
- Trademarks
- Imagery which has been posted on the EKF Official Social Media sites or website

7.4.3. Further actions which are prohibited without prior authorisation include:

- Creating an unofficial presence using the EKF's trademarks
- Implying you are authorised to speak on behalf of the EKF.

7.4.4. Where permission has been granted, you must adhere to the restrictions which were agreed at the time of said authorisation.

7.4.5. It is also imperative that you comply with the laws governing copyright in relation to material owned by others and the EKF's own copyrights and brands.

7.4.6. Copying work and passing it off as your own without referencing the original piece of work will also not be tolerated.

7.5. Rectifying errors

7.5.1. If either through an individual or an Official capacity post something which is erroneous then this should be rectified as a matter of priority and once modified this should also be made clear.

8. Safeguarding and Social Media

8.1 Children may be exposed to upsetting or inappropriate content online, particularly if the platform being used does not have sufficient security. This content can include sexually explicit material or other harmful content e.g., bullying, radicalisation material, etc. Children

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may also be at risk of being groomed if they have an online profile that means they can be contacted privately.

- 8.2 Children’s posts or profile information may also expose personal information which can put them at risk. This information can be used to groom, abuse or exploit children.
- 8.3 Parents should ensure that their child’s online activity is monitored and secure and that they only speak with people they know. Given karate is a global sport with lots of online activity it may be tempting to accept friend requests from people who you can see also do karate, but be mindful of fake accounts. Perpetrators of abuse may create fake profiles to try to contact children and young people through the platform they are using e.g., an adult posing as a child. They may also create anonymous accounts and engage in cyberbullying or trolling.
- 8.4 EKF Directors, Coaches, and other personnel (including Associations) should never communicate with minors via social media.
- 8.5 Where Members identify a safeguarding incident they must report this immediately to their Association Safeguarding Officer and the EKF Safeguarding Team via the form accessible on the EKF website.
- 8.6 For further information on the risks posed and what actions can be taken to address them, please see the NSPCC website:

[Social media and online safety | NSPCC Learning](#)

- 8.7 The UK Safer Internet Centre shares tips, guides and resources for parents and carers to help keep children to stay safe online.

<https://saferinternet.org.uk/guide-and-resource/parents-and-carers>

9. **Inclusive communications**

- 9.1 The EKF Social Media platforms will proactively promote equality, diversity, and inclusion and recognises the benefits of doing so. Therefore, the EKF will:
 - Use best practice terminology
 - Post pictures with text for each post
 - Use diverse imagery
 - Ensure images have alternative text
 - Ensure links make sense by themselves
 - Use appropriate colour contrast
 - Utilise and ensure Facebook and Instagram inbuilt accessibility is switched on

10. **Breaches of policy**

- 10.1. Documented below is a list of examples (and examples only) of what may constitute a breach of this policy. The list is purposefully not exhaustive but is provided as an indication to Members and Officials of what would be found to contravene the policy:

- Using the EKF name or logo in a deliberate way as to result in a negative impact

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- Posting, sharing or interacting with content which is illegal, demeaning, defamatory or libellous
- Posting, sharing or interacting with content which is insulting, provocative or includes hate speech
- Infringing intellectual property rights
- Not seeking consent of others before posting photos or videos
- Posting or sharing of any material which has the likelihood of bringing the EKF into disrepute either in the eyes of other organisations, Members of the wider public.

11. Reporting breaches

11.1. If inappropriate or unlawful content which is contrary to common law or civil law, or the guidelines clearly laid out in this policy, are identified it is incumbent on all Members to report this immediately to a responsible member of the EKF management.

12. Investigations and Appeals

12.1. Alleged breaches of the policy will be investigated in accordance with pre-existing EKF disciplinary policies and procedures and, where necessary, in conjunction with the police or relevant statutory agencies.

12.2. Employees of the EKF (whether in a contractual paid or voluntary capacity) who breach this policy may face disciplinary action which could include the termination of their contract.

12.3. The allegations will be dealt with in a confidential manner and the details of which will be strictly limited to those who are required to be aware of the allegations. This includes the person who is alleged to have breached the policy. Where accusations are made, the person that this accusation is affecting will be contacted formally to outline the accusation and inform them of the next steps of the investigatory procedure.

12.4. Once the investigation has been completed the affected party will be able to submit a formal Appeal as part of the pre-existing procedures within the EKF.

13. Changes to policy

13.1 The EKF reserves the right to amend or vary this policy where necessary at any time. Any such amendments or variations will take effect from the first date of publication of the amended Policy on the EKF website.

13.2 The policy will be reviewed annually by EKF Marketing and Sponsorship Director initially before validation at relevant EKF forums before being ratified by the Board of Directors meeting.

13.3 There are circumstances in which the policy will be reviewed earlier than the schedule time period. These include:

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- Any changes in legislation or government guidance
- As a consequence of a significant event/incident
- As instructed by the European Karate Federation, World Karate Federation, Sport England or other relevant bodies

14. Appendices and Attachments

Appendix	Title
A	Monitoring Compliance
B	Values and Behaviours Framework
C	Equality Impact Assessment

15. Other relevant/associated documents

The latest version of the documents listed below can all be found via the EKF internet page:

<https://www.englishkaratefederation.com/governance/ekf-policies>

Title
EKF Whistleblowing Policy
EKF Disciplinary and Legal Commission Policy
EKF Information Governance Policy
EKF Equality, Diversity and Inclusion Policy
EKF Safeguarding Children Policy
EKF Adults at Risk Policy
EKF Transgender and Transsexual Inclusion Policy Media Policy
EKF Code of Conduct Policy
EKF Guidance on Discipline Code
EKF Discipline Code
EKF Sponsorship Policy
EKF Conflicts of Interest Policy

16. Supporting references/evidence based documents

Every effort been made to review/consider the latest evidence to support this document?	Yes
If 'Yes', full references are shown below:	
Number	References
1	Activity Alliance Inclusive Communications Guide
2	General Data Protection Rules 2018
3	Data Protection Act 2018
4	The Human Rights Act 1998
5	Libel Act 1843
6	Defamation Act 2013
7	Protection from Harassment Act 1997
8	Criminal Justice and Public Order Act 1994
9	Malicious Communications Act 1998
10	Communications Act 2003

17. Definitions/Glossary of Terms

Abbreviation or Term	Definition
Libel	A published false statement that is damaging to a person's reputation; a written defamation
Defamation	The action of damaging the good reputation of someone; slander

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17. Definitions/Glossary of Terms	
	or libel
Harassment	Harassment is the unwanted behaviour which you find offensive or which makes you feel intimidated or humiliated. It can happen on its own or alongside other forms of discrimination. Unwanted behaviour could be spoken or written words or abuse.
Social Media	Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.
Official Capacity	Acting on behalf of an organisation/the EKF
Personal Capacity	Acting in an individual capacity with no organisational ties
Safeguarding	Term used to denote measures to protect the health, well-being and human rights of individuals, which allow people—especially children, young people and vulnerable adults—to live free from abuse, harm and neglect.
Ratification	The final approval of a document
Validation	The first formal approval process of a documents content
Inclusive communications	Inclusive communication means sharing information in a way that everybody can understand as well as active promotion of equality and diversity.
Breaches	Act of breaking a policy or code of conduct

18. Consultation	
Enter the names and roles of the stakeholders that have contributed to the document	
Person, meeting or organisation consulted with	Date Consulted
EKF Board of Directors meeting	January 2023
EKF Marketing and Sponsorship Director	January 2023
EKF Safeguarding Team	January 2023

19. Distribution and Communication Plan	
Dissemination lead:	EKF Marketing and Sponsorship Director
Previous document already being used?	Yes
If yes, in what format and where?	Website and previously e-mailed out to Heads of Association
Proposed action to retrieve out-of-date copies of the document:	Replace documents on the website and re-circulate revised policy
To be disseminated to:	EKF Directors, EKF Official Social Media users/content creators, Safeguarding Team, Coaches and all other relevant personnel. Heads of Association to receive report with advice to disseminate within own organisations.
Proposed actions to communicate the document contents	Website upload and social media launch. At next squad session, parents and junior athletes will be made aware that the new policy is live and how to access.

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20. Training		
Is training required to be given due to the introduction of this procedural document? No If 'Yes', training is shown below:		
Action by	Action required	To be completed (date)
EKF Directors and Social Media users	Inclusive communications training	March 2023

21. Amendment history and version control				
Version No.	Date of Issue	Type of change	Description of Change	Review Date
1.0	July 2014	New document	N.A	July 2017
2.0	February 2020	Major revisions	Policy made more robust with further clarity on a range of issues included	February 2021
3.0	January 2023	Major revisions	<p>Inclusion of section specifically relating to safeguarding and social media usage including links for parents and guardians re: safe internet usage.</p> <p>Specific reference made to revoking access when personnel leave positions.</p> <p>Commitment to inclusive communications with guidance published on what each post should consider.</p> <p>Specifics detailed in monitoring compliance section.</p> <p>Training section added with a commitment for EKF social media users to undergo inclusive communications training.</p> <p>Inclusion of roles and responsibilities section.</p> <p>New template including new Equality Impact Assessment template</p>	January 2024

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Appendix A: Monitoring Compliance

Section to be monitored	Methodology (incl. data source)	Frequency	Reviewed by	Group / Committee to be escalated to (if applicable)
Appeals	Review of each appeal in line with EKF policy	Ad-hoc	EKF Compliance and Assurance Committee	Board of Directors
Safeguarding issues	Individual case review in line with specific Terms of Reference	Ad-hoc	EKF Safeguarding Committee	Board of Directors
EKF Inclusive Communications	Spot-check audit on social media posts cross-referenced with Inclusive Communications Guide	Quarterly	EKF Equality, Diversity and Inclusion Committee	Board of Directors
Access	Review of access to social media channels upon departure	Ad-hoc and following each AGM	EKF Compliance and Assurance Committee	Board of Directors

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	from role			
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Appendix B: Values and Behaviours Framework

To help create a great place to work, volunteer and a great place to undertake karate, it is essential that EKF policies and procedures support our values and behaviours. This document, when used effectively, can help promote a culture that is truly respectful and inclusive, where we are compassionate towards each other, and with our ambitious drive we truly support an open, honest and transparent culture.

Organisational values drive the way we influence, how we interact with each other, and how we work together to achieve results. Organisational values are not descriptions of the work we do or the strategies we employ to accomplish our mission, they are the unseen drivers of our behaviour, based on our deeply held beliefs that drive decision-making.

They underpin everything we do and the EKF expects our Members to continue to reflect these values in the way they work – within their Associations, across the Federation and within our communities.

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Appendix C: Equality & Diversity Impact Assessment Tool



Equality Impact Assessment Form	
Department/Function	Marketing and Sponsorship
Lead Assessor	EKF Marketing and Sponsorship Director
What is being assessed?	EKF Social Media Policy
Date of assessment	January 2023

1) What is the impact on the following protected characteristics/groups?

Positive: <ul style="list-style-type: none"> ➤ Advance Equality of opportunity ➤ Foster good relations between different groups ➤ Address explicit needs of Equality target groups 	Negative: <ul style="list-style-type: none"> ➤ Unlawful discrimination / harassment / victimisation ➤ Failure to address explicit needs of Equality target groups 	Neutral: <ul style="list-style-type: none"> ➤ It is quite acceptable for the assessment to come out as Neutral Impact. ➤ Be sure you can justify this decision with clear reasons and evidence if you are challenged
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Equality Groups	Impact (Positive / Negative / Neutral)	Comments
Race (All ethnic groups)	Positive	➤ Provide brief description of the positive / negative impact identified benefits to the equality group. ➤ Is any impact identified intended or legal? By committing to inclusive content and tacking harassment and discrimination in all forms the policy has a positive impact on the protected characteristics listed.
Disability (Including physical and mental impairments)	Positive	
Sex	Positive	
Gender reassignment	Positive	
Religion or Belief	Positive	
Sexual orientation	Positive	
Age	Positive	

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Marriage and Civil Partnership	Positive	
Pregnancy and maternity	Positive	
Other (e.g. carers, veterans, people from a low socioeconomic background, people with diverse gender identities, human rights)	Positive	

2) In what ways does any impact identified contribute to or hinder promoting equality and diversity across the EKF?	
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3) If your assessment identifies a negative impact on Equality Groups you must develop an action plan to avoid discrimination and ensure opportunities for promoting equality diversity and inclusion are maximised.
➤ This should include where it has been identified that further work will be undertaken to further explore the impact on equality groups
➤ This should be reviewed annually.

Action Plan Summary		
Action	Lead	Timescale
N.A	N.A	N.A

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