Easy After-school Jiu-Jitsu

Social Media Policy

How we use online platforms (and how we expect our coaches to use them) to keep our students safe.

Version 1.0 | Adopted May 2026 | Owners: David Lindsay (DSL) and James Wood (Deputy DSL)

1. Where Easy After-school Jiu-Jitsu currently sits

Easy After-school Jiu-Jitsu does not, at the time of writing, operate any club social media accounts. We do not have a Facebook page, Instagram, TikTok, X/Twitter, YouTube channel, livestream account or other public-facing online presence beyond our website at easjj.co.uk and our parent-facing booking system.

This is a deliberate choice. Operating club social media for a service that delivers entirely to primary-school-age children would require additional moderation, image-management and consent infrastructure that the size of our organisation does not currently warrant. If that position changes (for example as we expand to more schools or add older age groups) this policy will be updated and republished before any account is opened, and parents will be told via the booking system terms and agreements.

2. Personal social media — coaches and volunteers

All coaches and volunteers at Easy After-school Jiu-Jitsu are responsible for safeguarding both on and off the mat, including online. The boundaries below apply to every coach's personal social media accounts.

Connections with students and their families

- Coaches do not friend, follow, accept, initiate or send connection requests, follows or messages to any current or former Easy After-school Jiu-Jitsu student under the age of 18, on any social media platform, in any direction.
- Coaches do not connect with parents and carers in their capacity as parents and carers of our students. Any communication about a student goes through the partnership inbox (info@easjj.co.uk, david@easjj.co.uk, james@easjj.co.uk), not personal social media.
- Pre-existing personal connections (e.g. a coach is a relative or family friend of a child) are disclosed to the DSL via email. Where a pre-existing relationship exists, communication relating to the child's participation still goes through the partnership channels, never personal channels.

Posting about our students

- Coaches do not post photographs, video, audio recordings, names, school names or other identifying information about any Easy After-school Jiu-Jitsu student on any personal channel, ever, even if the parent has given a general photography consent to the partnership.
- Coaches do not post anecdotes, even anonymised, about specific incidents at our sessions on any personal channel.

- Coaches do not post photographs or video of mat sessions taken on their own devices — see the Photography Consent Policy.

General professional conduct online

- Coaches' personal online presence is theirs, but anything posted publicly that could reasonably be linked to their role at Easy After-school Jiu-Jitsu reflects on the club. Coaches use judgement; in particular, content that demeans children, women, ethnic groups, religious groups or any other protected characteristic, or that promotes violence, is incompatible with their role.
- Coaches do not engage publicly in disputes about our club, our coaches, our students or our partner schools online.
- A coach who becomes the subject of online attention or harassment that could affect our students is asked to inform the DSL and may be supported by the partnership in handling it.

3. If we open social media in future

Should the partnership decide to open a club social media account in future, the following will apply before the account goes live:

- A named partner is the account owner and is responsible for moderation, response times and child-safe content guidelines.
- The Photography Consent Policy will be updated and contain the necessary information to function for informed consent for social media
- No images of children are posted unless the specific child has explicit photography consent on record (per the Photography Consent Policy) and the parent has not subsequently withdrawn consent.
- No identifying information about a specific child (full name, school, year group) is posted alongside their image.
- Comments are moderated; off-topic, abusive or grooming-style messages are removed and reported.
- Direct messaging from the account is partnership-managed and never used to communicate with a child directly.
- This policy is updated to record what platforms we operate, who owns them and how parents can request the removal of any content.

4. Reporting concerns about online conduct

Any concern about online conduct — by a coach, by a parent, by an outside party, or about content involving one of our students — is reported to the DSL the same day, in line with the Reporting Concerns Procedure. Where the concern indicates illegal content involving a child, 999 takes priority and the IWF (iwf.org.uk) is the right reporting route for the content itself.

Approval and Review

This policy is reviewed by the partners of Easy After-school Jiu-Jitsu annually and reissued immediately on any change to applicable guidance. Next review due: May 2027.

Signed on behalf of Easy After-school Jiu-Jitsu:



David Lindsay, Partner / Designated Safeguarding Lead Date: 05/06/2026



James Wood, Partner / Deputy Designated Safeguarding Lead Date: 09/06/2026