



# GKR KARATE



## DIGITAL MARKETING POLICY

### Purpose

Social and digital media have become a major part of how we live our lives today, and are valuable business tools for GKR Karate International. GKR Karate is committed to building more meaningful relationships with students and instructors and has added value to student communication with its active social media presence across more than 80 social media accounts with over 100,000 followers.

More and more we see these forms of digital media blurring the lines between our work and personal lives.

The purpose of this policy is to:

- Inform and guide the way that GKR Karate, its staff and representatives interact online.
- Protect GKR Karate's students, staff, representatives and reputation through clear protocols for use of social media in official and personal capacities.
- Ensure that GKR Karate's digital branding is consistent and under appropriate control.

### Scope

This policy applies to the online activities of GKR Karate International, its staff, contractors and volunteers.

### Definitions

**Authorised account user:** a person who has been authorised by GKR Karate International's 'Digital Marketing Manager' to create or use one of GKR Karate's official social media channels.

Under no circumstances can a person create, or manage any social media channels or digital presence without authorization. To obtain authorization, please contact GKR Karate's Digital Marketing Manager at [gkrdigital@gkrkarate.com](mailto:gkrdigital@gkrkarate.com).

**Authorised social media accounts:** GKR Karate's social media accounts whose creation has been authorised by the Digital Marketing Manager

The term 'Social and digital media' includes, although is not limited to:

- Social networking sites, for example Facebook, LinkedIn.
- Video and photo sharing websites, for example Flickr, Instagram, YouTube.
- Blogs, including corporate blogs and personal blogs.
- Micro-blogging sites, for example Twitter.
- Wikis and online collaborations, for example Wikipedia.
- Forums, discussion boards and groups, for example Google groups, Whirlpool.
- Websites, email campaigns, PPC advertising, and any other online portal for content publishing.

The platforms most commonly used by GKR Karate are blogs, Facebook, Twitter, Instagram, YouTube and email newsletters.

### **Policy points**

This policy provides guidelines for:

- Appropriate conduct for online activities.
- Preventing unauthorised creation and usage of social media accounts.
- Authorised creation of social media accounts/websites/digital advertisements.
- Ensuring the security of authorised social media accounts.

- Ensuring all communication through social media is consistent, well-informed, timely and accurate.
- Ensuring comments to students, parents and other external sources are made through authorised representatives of GKR.
- Standards of conduct using personal social media to the extent it affects GKR Karate.

## Policy

You need to be aware that as a representative of GKR Karate International, your responsibilities under GKR Karate's 'Code of Conduct' apply at all times when using social media in official, professional and private capacities. The same principles apply to online comments as to any other kind of public comments; however there are some additional considerations that apply to online participation:

- Bear in mind that material posted online effectively lasts forever and may be replicated endlessly, through screenshots, sharing and re-posting, it may also be sent to recipients who were never expected to see it, or who may view it out of context.
- The speed and reach of content posted on social media means that comments posted online are available immediately to a wide audience.
- Your anonymity online is far from guaranteed, content you share can be credited back to you, even if you choose an anonymous username or have a profile set to 'private'.

GKR supports anyone who chooses to use social media in their capacity as private citizens, however you should be aware that content published on social media sites is publicly available - even on your personal accounts.

As such, you should ensure:

- You are aware that your behaviour is still bound by the Code of Conduct and as such you don't make comments or share content that is obscene, defamatory, threatening, harassing, discriminatory or hateful to or about another person or entity.
- You are mindful of GKR's role as an educator of minors and understand the importance of conducting yourself with respect and integrity that is expected with this role.
- Be mindful during your social media engagements of the importance of not damaging GKR's reputation, commercial interests and/or bringing GKR into disrepute.

### **Creation of digital marketing**

GKR Karate recognizes the benefits of promoting the club through digital channels such as websites, directory listings, online advertisements etc.

When promoting GKR Karate online, users must:

- Use only the Regional Managers official GKR Karate supplied phone number and email address as contact details.
- Use only official approved artwork and images. These images can be obtained by contacting the Digital Marketing Manager at [gkrdigital@gkrkarate.com](mailto:gkrdigital@gkrkarate.com)
- Not create any website without the written consent of the Digital Marketing Manager.

**Any exceptions to the above MUST be confirmed by the Digital Marketing Manager.**

### **Creation of social media accounts**

Creation of ANY social media account intended to represent GKR Karate on any level requires the written consent of the Digital Marketing Manager. This includes Facebook Pages as well as Private and Public Groups. Written consent can be obtained by contacting the Digital Marketing Manager at [gkrdigital@gkrkarate.com](mailto:gkrdigital@gkrkarate.com)

## Security of authorised accounts

Authorised account users acknowledge that:

- All Authorised Social Media Accounts, user names, passwords, connections and posts made whilst engaged in social media on behalf of GKR Karate, both during and after office hours belong to GKR.
- They are required to provide administrator access or the username and passwords to any Authorised Social Media Accounts to the Digital Marketing Manager.
- They will not change the Username and Passwords of any Authorised Accounts without permission from the Digital Marketing Manager.
- They will not disclose or cause to be disclosed the Username and Password for any Authorised Account to anyone other than the Digital Marketing Manager.

In the event of unauthorised use of GKR Karate's social media, passwords will be reset.

### **Authorised account users must:**

- At all times adhere to the guidelines detailed in the 'Social Media Policy'.
- Use GKR Karate social media platforms for the sole purpose of benefiting and promoting GKR Karate.
- Ensure that content reflects the values and support the vision and purpose of the club.
- Only use pre-approved images as the channel avatar and cover photos. Any alteration to these images needs written approval from the Digital Marketing Manager.
- Use correct grammar and spelling as far as practical.
- Ensure that posts are accurate and not misleading.
- Behave respectfully and with integrity at all times online.
- Protect the privacy of students by maintaining the confidentiality of personal information and adhering to the terms of [GKR Karate's Privacy Policy](#).
- Comply with the terms and conditions of use of the relevant social media platform.

- Obtain parent/ guardian consent to upload information, images and videos of students. Verbal permission should be obtained at the time of taking the photos/videos. Where the student is under the age of 18, their surnames or other identifying information should be withheld where practical. This is very important as a failure to follow these guidelines may amount to a breach of privacy and counteract GKR Karate's commitment to providing a child safe environment.

**Authorised account users must not:**

- Publish any personal images or use language that could damage the reputation of GKR Karate.
- Publish material that is threatening, obscene, sexually explicit, derogatory, defamatory, harassing, discriminatory, or hateful to another person or entity, including GKR Karate, its employees, representatives and/or other business related individuals or organisations.
- Publish any content that could be deemed to be illegal.
- Share or endorse content from competing organisations.
- Use social media platforms to sell or promote any product not directly benefiting GKR Karate.
- Make any announcements on behalf of GKR Karate unless specifically authorised to do so.
- Comment on topics that are not within the user's area of responsibility.
- Publish any unauthorised images of students.

**Intellectual property**

Authorised account users must ensure that they do not breach any laws by:

- Using GKR Karate's name, logos and trademarks, or other such intellectual property without permission.
- Using materials that are subject to Copyright or passing them off as the users own original work.

## **Consent to use of social media**

- All GKR Karate Authorised Account Users are required to be at least 18 years of age to participate and register to use social media tools on behalf of GKR Karate.

## **Complaints**

One important aspect of this is that ALL complaints received are to be directed through to the Membership Support Coordinator not via social media.

When a complaint is received through a digital or social media channel, the Authorised Account User is required to politely direct the complainant to contact GKR Karate Membership Support via email at [support@gkrkarate.com](mailto:support@gkrkarate.com), or via phone to the appropriate countries Support Centre – UK +44 161 929 5577 or Aus/NZ +6188368 0600.

## **Related school policies**

- [Privacy Policy](#)
- [Social Media Policy](#)
- [Risk Management Strategy](#)
- [Child Protection Policy](#)

## **Breach of policy**

As is the case with all of GKR Karate's company policies, if you do not comply with this Policy you may face disciplinary action. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of your contract with GKR. If you break the law you may also be personally liable.

*For any further clarification, please contact the Support Centre, contact details available at*

[www.gkrkarate.com](http://www.gkrkarate.com)

