

Social Media Policy

Excel Race Academy (hereafter referred to as the 'club') is committed to providing a caring, friendly, and safe environment for all our members. The purpose of this policy is to:

- Promote effective use of social media as part of our club activities with a coordinated approach and within agreed parameters
- Encourage good practice
- Protect children, coaches, staff, officials and members and the club

This policy covers the use of club accounts, or the professional snowsport accounts of club members.

We request that club staff with personal social media accounts are mindful of who can view their profile and act accordingly. It is recommended personal accounts have privacy settings to prevent children and young people who are members of the club having access. In line with schools, club staff must not use their own personal social media account to communicate or be "friends" with any club member under the age of 18 unless they have a clear and transparent reason; for example, they are related to them.

All coaches, staff, officials, club members and guests will:

- Take responsibility for their own use of communication and interactive technologies, making sure they use new technologies safely, responsibly, and legally
- Not use any communication device or service, including social networking, to bring the club, its members or snowsport into disrepute
- Not use any communication device or service, including interactive services such as social networking, for inappropriate behaviour online within the context of snowsport, including bullying or harassment of others in any form, defamation, obscene or abusive language, the uploading of material, which is libellous, defamatory, obscene, illegal, shows nudity or is violent
- Not use the club's name to promote or endorse any product, opinion, cause, or political party. Stating the club endorses your opinion is prohibited
- Acknowledge any opinions expressed are expressed strictly in their individual capacity and not as a representative of the club
- Report any known misuses of communication and interactive technologies, within the context of snowsport, including unacceptable behaviour, inappropriate contact with children online and illegal content including sexual abuse/indecent images of children, to the Club Welfare Officer or Snowsport England Safeguarding Lead, according to club and SSE safeguarding policies and procedures

- Be aware that any report of the misuse of communication and interactive technologies within the context of snowsport will be investigated according to the club's or Snowsport England's disciplinary policy and procedures and may result in sanctions being enforced. Where suspected criminal activity has taken place, a report will be made to the police
- If aged under 18, ensure they do not ask a coach or other staff member to be "friends" on social media.

In addition to the above; coaches, staff and appointed volunteers will:

- Take responsibility for their professional reputation in the online environment, making sure they follow e-safety advice, adhere to privacy and safety settings, and report any concerns in accordance with the club and Snowsport England's policies and procedures.
- Use the Excel professional social media account for snowsport purposes within the club
- Ensure any comments on the professional account remain professional and are appropriate
- Not send private messages to individuals at the club who are under the age of 18
- Not ask for social networking profiles of junior members under the age of 18 or search for junior members on social networking services or search engines – staff will have been given the details of those they need.

Regarding the club social network site, all users will:

- Accept the club may remove any content on our social networking site/sites that could be considered inappropriate, illegal, obscene, defamatory, threatening, infringing upon intellectual property rights, invasive of privacy or otherwise injurious or objectionable.

Our club Policy is commonly recognised as best practice to promote a safe and transparent online environment that protects children, members, the organisation and your interests and reputation.

Any breach of this policy may result in disciplinary action.