Excel Race Academy Social Media Policy

Last Reviewed: 7th October 2026
Next Review: 7th October 2027

Excel Race Academy (hereafter referred to as the "Club") is committed to providing a caring, friendly, and safe environment for all members. The Club recognises the role of social media in modern communication and aims to promote its responsible and effective use in line with safeguarding and professional standards.

The purpose of this policy is to:

- Promote the effective use of social media as part of Club activities, within agreed parameters and a coordinated approach
- Encourage good practice in online communication
- Protect children, coaches, staff, officials, members, and the reputation of the Club

This policy applies to the use of:

- Official Club social media accounts
- Professional snowsport-related social media accounts used by Club members

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Use of Personal Social Media Accounts

The Club requests that staff and volunteers with personal social media accounts are mindful of who can view their profiles and act accordingly. The Club recognises that social media and digital communication platforms can play a positive role in fostering team bonding, inclusion, and a sense of community among members, when used appropriately and in line with this Safeguarding Policy.

- It is recommended that personal accounts use privacy settings to prevent access by children and young people who are members of the Club.
- Staff are discouraged to use personal social media accounts to communicate with, or be "friends" with, any Club member under the age of 18 unless there is a clear and transparent reason (for example, a family relationship).

Responsibilities of All Club Members

All coaches, staff, officials, members, and guests must:

- Take responsibility for their use of communication and interactive technologies, ensuring they are used safely, responsibly, and legally.
- Not use any communication device or service, including social networking platforms, in a way that brings the Club, its members, or snowsport into disrepute.
- Not use communication or interactive technologies for inappropriate behaviour within the context of snowsport, including bullying, harassment, defamation, or the use of obscene, abusive, or offensive language.
- Not upload, share, or promote material that is illegal, libellous, defamatory, obscene, sexually explicit, violent, or otherwise inappropriate.
- Not use the Club's name to promote or endorse any product, opinion, cause, or political party.
- Acknowledge that any opinions expressed are made in an individual capacity and not on behalf of the Club.
- Report any known misuse of communication and interactive technologies, including inappropriate contact with children or illegal content, to the Club Welfare Officer or the Snowsport England Safeguarding Lead, in line with Club safeguarding procedures.
- Be aware that misuse of communication technologies may be investigated under the Club's disciplinary procedures and may result in sanctions. Where criminal activity is suspected, the matter will be reported to the police.
- If under the age of 18, not request to connect with coaches or staff on social media platforms.

Additional Responsibilities for Coaches, Staff, and Appointed Volunteers

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

- Take responsibility for their professional reputation online, following e-safety guidance and maintaining appropriate privacy and security settings.

- Use Excel Race Academy professional social media accounts for Club-related snowsport purposes only.
- Ensure all content and comments shared via professional accounts remain professional, respectful, and appropriate.
- Avoid sending private messages to individuals under the age of 18.
- Not request or search for the social media profiles of junior members under the age of 18. Staff will be provided with necessary contact details through appropriate Club channels.

Use of Club Social Media Platforms

All users of Club social media platforms must acknowledge that:

- The Club reserves the right to to request or remove, from an athlete's or coach's personal social media account, any content considered inappropriate, illegal, obscene, defamatory, threatening, infringing intellectual property rights, invasive of privacy, brings the club into disrepute or otherwise unacceptable.

Signed:



Rob Bullen, *Managing Director*

Date: 07/10/2026