



Chantel & Marc's Sports Academy

## **SOCIAL MEDIA POLICY**

### **Policy overview and purpose**

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Chantel & Marc's Sports Academy ("CMSAUK LTD")

This policy contains CMSAUK LTD's guidelines for the CMSAUK community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

### **Underlying principles**

This policy complements CMSAUK's core values:

**CMSAUK LTD** is an all-inclusive family friendly club, which welcomes players of all abilities. We offer a safe and fun environment in which players can enjoy their sport and improve their skills - providing high quality facilities and coaching.

Our Child Welfare Officer is responsible for all matters related to this policy



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### Coverage

This policy applies to all persons who are involved with the activities of CMSAUK LTD, whether they are in a paid or voluntary capacity and including:

- members of CMSAUK
- persons appointed or elected to committees and sub-committees;
- support personnel, including managers, coaches and assistant coaches;
- players
- parents

### Scope

**Social media** refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Snapchat, Vimeo, Instagram, Flickr, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing CMSAUK LTD on social media; and
2. if you are posting content on social media in relation to CMSAUK LTD, that might affect CMSAUK LTD's events, sponsors, members or reputation.



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NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to CMSAUK LTD or its competitions, teams, participants, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to CMSAUK LTD may still be regulated by other policies, rules or regulations of CMSAUK LTD

### ***Using social media in an official capacity***

You must be authorised by the Child Welfare Officer before engaging in social media as a representative of Chantel & Marc's Sports Academy

As a part of CMSAUK LTD, community you are an extension of the CMSAUK LTD brand.

As such, the boundaries between when you are representing yourself and when you are representing CMSAUK LTD can often be blurred. This becomes even more of an issue as you increase your profile or position within CMSAUK LTD Therefore it is important that you represent both yourself and CMSAUK LTD appropriately online at all times.

### **Guidelines**

You must adhere to the following guidelines when using social media related to CMSAUK LTD or its competitions, teams, participants, events, sponsors, members or reputation.

#### ***Use common sense***

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.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for CMSAUK LTD



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### ***Protecting your privacy***

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

### ***Honesty***

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. CMSAUK LTD recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.



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The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

### ***Use of disclaimers***

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of CMSAUK LTD) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect

### ***Reasonable use***

If you are an employee of CMSAUK LTD, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

### ***Respect confidentiality and sensitivity***

When using social media, you must maintain the privacy of CMSAUK LTD's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of Chantel & Marc's Sports Academy

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

Within the scope of your authorisation by CMSAUK LTD it is perfectly acceptable to talk about CMSAUK LTD and have a dialogue with the community, but it is not okay to publish confidential information of Chantel & Marc's Sports Academy Confidential information includes things such as details about litigation and unpublished details about our teams, coaching practices and financial information.



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When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory

### ***Discrimination, sexual harassment and bullying***

The public in general, and CMSAUK LTD 's members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media, you may also be bound by CMSAUK LTD's values and Anti-Discrimination, Harassment and Bullying Policy.

### **Policy breach**

Breaches of this policy include but are not limited to:

- Using CMSAUK LTD's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.



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- Posting or sharing any content in breach of CMSAUK LTD's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing CMSAUK LTD, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

### ***Reporting a breach***

If you notice inappropriate or unlawful content online relating to CMSAUK LTD or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Please notify our Child Welfare Officer or a member of the coaching team.

Further information about reporting breaches:

- For a complaint about the misuse of social media relating to a match or competition that occurs either prior to, during, or after a game; refer to our club charters.
- For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular game; refer to our club charters.

### ***Monitoring***

The policy will be reviewed a year after development and then every three years, or in the following circumstances:



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- changes in legislation and/or government guidance
- as required by the Local Safeguarding Children Board, UK Sport and/or Home Country Sports Councils and OFSTED
- as a result of any other significant change or event

(Last reviewed March 2021)