



NORTH STAFFS



CLUB LTD

North Staffs Ski Club Digital Communication and Social Media Policy

2024

NORTH STAFFS SKI CLUB SOCIAL MEDIA POLICY

This document is based on guidance from Snowsport England

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DIGITAL COMMUNICATION AND SOCIAL MEDIA POLICY

INTENT

- North Staffs Ski 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, instructors/coaches, officials, volunteers and members and the club
- Ensure our organisation is operating in line with our values and within the law

This policy covers the use of club accounts.

Our club Policy is commonly recognised as best practice in order 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.

CLUB SOCIAL MEDIA ACCOUNTS

Any Social media accounts which are operated by and for the club must be linked on the club website. These official social media accounts are to be edited only by a representative of the committee (digital communications officer) and must follow the guidelines outlined within this policy.

The club does not have the responsibility to regulate its social media followers, however if inappropriate comments are made they will be deleted and if those followers are members of NSSC and are found to have violated the codes of conduct they will be dealt with accordingly. NSSC will not follow back any members under the age of 18. Any posts on official club social media accounts must follow the club’s photography and filming policy.

PERSONAL SOCIAL MEDIA ACCOUNTS

We request that club volunteers 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 volunteers 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 INSTRUCTORS, VOLUNTEERS AND CLUB MEMBERS WILL:

- Take responsibility for their own use of digital communication, making sure they use it safely, responsibly and legally
- Not use any form of digital communication including social networking, to bring the club, its members or snow sport into disrepute
- Not use any form of digital communication, including interactive services such as social net working for inappropriate behaviour online within the context of snow sport 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 digital communication within the context of snow sport 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 SE safeguarding policies and procedures
- Be aware that any report of the misuse of digital communication within the context of snow- sport 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 club official to be “friends” on social media.

WHERE A CLUB PROVIDES NETWORK ACCESS OR COMMUNICATION DEVICES ALL MEMBERS AND GUESTS WILL:

- Protect passwords and personal network logins. Where available security settings should be set on mobile devices. Any attempts to access, corrupt or destroy other users’ data in any way using technology is unacceptable.

IN ADDITION TO THE ABOVE; INSTRUCTORS, AND 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.
- If they wish to use social media for snow sport purposes in their club, in agreement with the Club Committee, set up a specific account for this, keeping personal life and comments separate from professional work
- Ensure any comments on their 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 e mail addresses, mobile phone numbers or social networking profiles of junior members under the age of 18, or search for junior members on social networking services or search engines – club officials 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.

WHATSAPP GROUPS

- WhatsApp groups may be used to communicate between groups within the club.
- Permission must be sought before adding anyone to a WhatsApp group.
- No one under 18 should be added to a WhatsApp group (unless in the case of young instructors (see below)
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YOUNG INSTRUCTORS PROJECT COMMUNICATION

In the case of the young instructor project where direct communication is required between leaders and young instructors. Parental consent must be given for the child to join the WhatsApp group, it is also required that their parent is also in the group and can see the messages, a CWO will also be part of the group. No other contact should be made other than through this group and via parental email addresses until they are 16 and fully qualified instructors. At this point parental permission can be sought to add the instructors to the instructors WhatsApp group.