

WCSC Social Media Policy



You are reminded that the Western Counties Ski Club (WCSC or 'the club') and Snowsport England (SE) Codes of Conduct also apply online, in text, e-mail, WhatsApp and other forms of digital communication and that breaches will be dealt with according to WCSC and SE disciplinary policies.

WCSC 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, officials 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, or the professional snowsport accounts of club members.

WCSC requests that club officials 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 vulnerable members (children, young people and vulnerable adults) having access.

In line with schools, club officials must not use their own personal social media account to communicate or be "friends" with any club member under the age of 18 (or other vulnerable members) unless they have a clear and transparent reason; for example, they are related to them.

All coaches, officials, club members and guests 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 snowsport 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 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 name to promote or endorse any product, opinion, cause or political party. Stating the club endorses your personal 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 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 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 or otherwise vulnerable, ensure they do not ask a coach or other club official to be "friends" on social media.

Where the 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; coaches, club officers 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;
- If they wish to use social media for snowsport 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 or otherwise vulnerable;
- Not ask for e mail addresses, mobile phone numbers or social networking profiles of junior members under the age of 18 or other vulnerable members, or search for such 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 sites, 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 display members phone numbers so the Club will not accept under 18s into the club WhatsApp in order not to share their personal numbers.

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 also your interests and reputation.

Any breach of this policy is likely result in disciplinary action.