



Swindon Lightning Cheerleaders Social Media Policy

Introduction

This Social Media Policy has been produced and agreed by the Club's Executive Committee and Coaching Staff.

The Club recognises that there is no doubt that social media, including most notably Facebook, Instagram and Twitter, can bring substantial benefit to an individual or organisation if managed appropriately.

Social media provides an opportunity to promote individuals and groups, communicate key messages, as well as allowing individuals to connect and share ideas at a low cost and to a wide audience. However, if not managed appropriately misuse of social media could result in detrimental public relations for the Club, and in some circumstances, lead to legal or 'regulatory' action.

Remember that social media is an area of public comment, and any person or organisation is liable for any statement it makes in this sphere as if the same statement was being made in other forms of media. Any person or organisation managing a 'public' profile, page or account may well have a number of journalists as followers or friends. Therefore any comments, posts, photos, videos, etc. provided on social media sites have to be considered the same as communicating with the press/media.

Overall, all members must fully comply with this social media policy.

Compliance with this policy is a condition of membership and any noncompliance will be subject to the Club's disciplinary procedures. The Committee has the right to take appropriate action in the event of any member breaching the terms of this policy (this includes family and friends in line with our entourage policy).

Policy Item 1:

Be Authentic, Constructive and Respectful On authorised Club Facebook profiles/pages and such as Twitter accounts, and indeed on any personal profiles/pages and accounts.

All associates with this club must never post malicious, misleading or unfair content about the Club, its members, other Clubs, sponsors, indeed any organisation or person,

Must not post content that is obscene, defamatory, threatening (harassing, bullying, etc) disparaging or discriminatory concerning the Club, its members, other Clubs, sponsors, indeed any organisation or person,

Must not post comments that you would not say directly to another person or organisation – you must first consider how other people might react before you post.



If you respond to published comments that you may consider unfair, always be accurate and professional.

Policy Item 2:

Be Respectful and Courteous On authorised Club Facebook profiles/pages and such as Twitter accounts, and indeed on any personal profiles/pages and accounts.

All Club members must:

Think before you post anything or respond to someone on-line and ensure that all of your communications are respectful and courteous. Once you have put something on-line, there is almost no taking it back and it is almost impossible to delete. Your comments may be seen by the media, sponsors, etc and could impact negatively on you and the Club.

Avoid getting into heated discussions online or talking about sensitive issues. Speak to a member of the Club's Executive Committee if you feel as though someone is trying to provoke a response from you or harasses/threatens you online. Think very carefully before you post and/or tag an image.

Be fully aware that the images you share online will reflect on yourself and the Club) so it is important that you consider this before uploading or tagging photos and videos. Also, be aware that these photos may be taken out of context and used by the media or other people - so if you are not happy for the image to be shared publicly, it should not be placed on-line.

Respect other people's accounts and devices.

If there is an occasion where a member leaves a mobile phone unattended or has not properly logged out of an account, do not use that person's device or account to harass others or impersonate that person and cause them and/or the Club 'humiliation'.

Policy Item 3:

Respect Copyright and Intellectual Property Regarding authorised Club Facebook profiles/pages and such as Twitter accounts, and indeed on any personal profiles/pages and accounts.

All Club members must:

Respect other people's intellectual property including trademarked names and slogans and copyrighted material (it is best practice to assume that all content online is protected by copyright).

Make sure you have permission to post copyright items, properly attribute the work to the copyright owner where required, and never use someone else's work as if it were your own. If you are unsure as to who might own an item of content, it's better to err on the side of caution and not post the content.



In addition to respecting the laws pertaining to copyright and Intellectual Property, respect all laws and regulations in relation to privacy (data protection).

Policy Item 4:

Respect Confidentiality Regarding authorised Club Facebook profiles/pages, Instagram profile and Twitter accounts, and indeed on any personal profiles/pages and accounts.

All Club members must:

Only reference information that is publicly available.

Not disclose any information that is confidential or proprietary to the Club, its members, its suppliers, sponsors or any third party that has confidentially disclosed information to the Club.

Not cite, post or reference the Club, its members, other Clubs, sponsors, indeed any organisation or person without approval from the Club's Executive Committee.

Policy Item 5:

Be Careful in Use of Logos, Trademarks or Materials Regarding authorised Club Facebook profiles/pages and such as Twitter accounts, and indeed on any personal profiles/pages and accounts, all Club members must not use the logos, trademarks or materials of the Club, other Clubs, sponsors, any organisation, unless it has been cleared for public use or been otherwise approved by the Club's Executive Committee.

Policy Item 6:

Monitoring all members must note that the Club's Executive Committee will be regularly monitoring use of social media by members to ensure that all are in compliance with this social media policy.

Whilst the Club may need to take formal action in appropriate cases, all members must acknowledge what is expected in terms of social media use.

Policy Item 7:

In the interests of safeguarding children. No SLCC members and associated family or friends under the age of 13 may post, comment or upload photos or videos to any SLCC social media accounts. (For WhatsApp the minimum age is 16). Parents have an important role to play in safeguarding their children. If SLCC becomes aware of any child under the minimum age stated herein actively engaging on SLCC social media channels, posts will be deleted and further action considered fair and appropriate by the Club's Executive Committee.



SLCC will act in accordance with UKGov child safety [guidelines](#) for the use of social media.

See: <https://www.gov.uk/government/publications/>

Child Safety Online: A Practical Guide for Providers of Social Media and Interactive Services.