



Tyneside Ignite Cheerleading CIC

Social Media Policy

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Introduction

Creating a social media policy for our club is essential to ensure all members use social media responsibly and maintain the club's reputation. Tyneside Ignite Cheerleading CIC and Ignite Barnsley recognises the importance of social media as a communication tool. This policy outlines the expectations for the use of social media by coaches, athletes, and parents to ensure it is used responsibly and positively.

Purpose

The purpose of this policy is to:

- Protect the reputation of Tyneside Ignite Cheerleading CIC and Barnsley Ignite.
- Safeguard the privacy and well-being of athletes, coaches, and parents.
- Provide guidelines for appropriate online behaviour.

Scope

- This policy applies to all coaches, athletes, parents, and anyone involved with Tyneside Ignite or Ignite Barnsley.

General Guidelines

- Always represent our club in a positive manner.
- Respect confidentiality and privacy.
- Do not post any content that could harm the reputation of the club or its members.
- Report any inappropriate content related to the club to the designated Social Media Officer.

Specific Guidelines for Coaches

Professionalism

- Maintain a professional relationship with athletes and parents on social media.
- Do not accept friend requests from athletes on personal social media accounts. Use official club accounts for communication.

Content

- Share content that is positive, encouraging, and related to cheerleading activities.
- Do not post or share any content that could be considered offensive, discriminatory, or inappropriate.

Privacy

- Do not share personal information about athletes or their families without explicit consent.
- Ensure all posts comply with data protection regulations.

Specific Guidelines for Athletes

Conduct

- Be respectful to coaches, teammates, and opponents online.
- Do not post negative comments about the club, teammates, or other clubs.

Privacy.

- Obtain permission before posting photos or videos of teammates.

Content

- Use social media to celebrate achievements and promote team spirit.
- Avoid sharing content that could be deemed inappropriate or harmful to others.
- While wearing a TI uniform, always present as professional and appropriate.

Specific Guidelines for Parents

Conduct

- Be respectful and supportive when posting about the club and its activities.
- Do not engage in or encourage gossip or negative discussions about the club, coaches, or athletes.

Privacy

- Respect the privacy of other athletes and their families.
- Obtain consent before posting photos or videos of athletes other than your own child.

Communication

- Use official channels for communicating with coaches and the club.
- Do not use social media for airing grievances or complaints about the club. Direct concerns to the appropriate club official.

Breach of Policy

- Any breach of this policy will be taken seriously and may result in disciplinary action.
- Coaches who breach the policy may face actions up to termination of their role.
- Athletes and parents who breach the policy may face suspension or expulsion from the club.

Monitoring and Review

- This policy will be reviewed annually by the Management Committee.
- Feedback from coaches, athletes, and parents will be considered in the review process.

Acknowledgement

By enrolling in our cheerleading programme, you (the parent/guardian) and the athlete acknowledge that they have read, understood, and agree to comply with this social media policy.

Contact Information

- Name: Ellie Hughes / Jo Burrows
- Role: Social Media Officer / Director and Head Coach
- Email: tyneside@ignitecheer.co.uk