



# Social Media Policy

This Social Media Policy has been produced and agreed by directors at Vikings Cheerleading.

## 1. Photography and Videography Terms

Vikings Cheerleading is committed to the safeguarding and well-being of its members and have a strict photography and videography policy in place.

From time to time Vikings Cheerleading may use images of children to promote its activities through their website, social media, promotional materials such as posters/flyers and press releases.

Athletes/parents/guardians are asked to sign photo/video consent as part of the registration form. Where a form is signed, the parents/guardians gives consent for photographs to be taken, and/or footage filmed during practices and performances for promotional materials relating to Vikings Cheerleading.

Footage will not be broadcast or distributed through any commercial operations and names will not be placed next to photos.

### 1.1 Risk factors

Some of the potential risks of photography and filming at events include:

- Children may be identifiable when a photograph is shared with personal information.
- Direct and indirect risks to children and young people when photographs are shared on websites and in publications with personal information.
- Inappropriate photographs or recorded images of children.
- Inappropriate use, adaptation or copying of images.
- Images accompanied by personal information, such as the name of a child and their hobby, could be used to learn more about a child prior to grooming them for abuse.

### 1.2 Policy Procedures

- Do not use children's names in photograph captions.
- Parental permission form needed to obtain consent for a child to be photographed and videoed.
- Obtain the child's permission to use their image.
- Only use images of children in suitable clothing to reduce the risk of inappropriate use.
- State written expectations to professional photographers or the press who are invited to an event. These should make clear Vikings Cheerleading's expectations of them in relation to our social media policy
- Do not allow photographers unsupervised access to children.
- Do not approve photography sessions outside the event or at a child's home.



## 2. Social Media

Vikings Cheerleading recognises that social media, including most notably the Website, 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 and also allow individuals to connect and share ideas at a low cost and to a wide audience. These benefits do not come without risk.

Only activity from the official Vikings Cheerleading social media accounts (Website, Facebook, Twitter and Instagram) represent the opinions and actions of the programme. Associates actions and opinions do not represent the club although we recognise their activity may impact our reputation.

We understand in some circumstances, individuals may not want their image published for medical, professional or legal reasons. In those circumstances, we will respect the athlete/parent's wish and these photos will not be shared.

### 2.1 Encouraged Actions

We provide the following information to help advise our members and associates on how to act in relation to social media:

- External groups and individuals may view your actions and opinions as a representation of the club. Consider the impact of your activity in relation to the club while online.
- Social media is an area of public comment. Your activity will be visible by peers, mentors, media and the general public. When posting or providing comment you are opening yourself to response from a wide range of groups and individuals.
- In almost all forms of social media, it is almost impossible to permanently remove your activity online. Take this into consideration before committing your comments online.
- When discovering comments you perceive to be unfair about the club or its members, report these to a member of staff. If you choose to reply, remain professional and accurate in your response.
- Privacy is very important online. If you do not want personal information publicly available, be diligent about how you use social media.

### 2.2 Discouraged Actions

Vikings Cheerleading does not condone the following:

- Obscene, defamatory, threatening, disparaging or discriminatory comments on the club or its members.
- Defamatory comments made about Vikings Cheerleading or associated sponsors, organisations or services.
- Bullying or threatening behaviour via social media
- Acquiring access to another individual's social media account/s. Any aims to misrepresent or impersonate the individual will be regarded as bullying and harassment.



- Disclosing another individual's personal information without their consent. This includes but is not limited to address, medical conditions, personal relationships etc.
- Disclosure of confidential information relevant to the club. This includes but is not limited to common procedures, systems and future plans. Only information that is publicly available should be discussed.
- Misuse of copyrighted material. It is best practice to assume that all content online is copyrighted and it is against the law to use copyrighted material without consent of the owner. This could be music, videos, images and other forms of media.
- Use of the Vikings Cheerleading brand. The Vikings Cheerleading logo, trademark or materials can only be used by specific consent of the directors of the club. This also applies to associated services, sponsors and organisations.

Overall, all members must fully comply with this social media policy. Compliance with this policy is a condition of membership and any non-compliance will be subject to the Club's disciplinary procedures. Vikings Cheerleading has the right to take appropriate action in the event of any member or relations breaching the terms of this policy.