ASRC
Social Media Policy

Aldershot Ski Race Club (ASRC) is committed to providing a safe, positive and supportive environment for all athletes, parents, coaches, volunteers and officials. This policy sets out expectations for the use of social media, messaging services and other forms of digital communication. It supports the ASRC Codes of Conduct, Safeguarding Policies and Disciplinary Procedures. Any breach of this policy may be dealt with under those procedures.

This policy applies to all ASRC members, parents, guardians, coaches, committee members, volunteers and guests.

It covers all forms of digital communication including social media platforms, messaging apps, email, text messages and club communication systems such as SPOND.

1. Expected Behaviour

All members of the ASRC community must:

- Communicate respectfully and responsibly.
- Protect the welfare and privacy of others.
- Use digital communication safely and legally.
- Take reasonable steps to protect passwords, personal data and access to club communication platforms.
- Report concerns about inappropriate online behaviour.

Members must not:

- Bully, harass or intimidate others online.
- Post offensive, abusive, threatening or discriminatory content.
- Share confidential club information.
- Bring ASRC or the sport into disrepute.
- Claim to speak on behalf of ASRC unless authorised to do so.
- Imply that personal opinions represent the views of ASRC unless authorised to do so.
- Use the ASRC name, logo or reputation to endorse commercial products, political campaigns or personal causes without committee approval.

2. Young Athletes

Athletes should behave online in the same respectful manner expected at training and races.

Athletes under 18 should not seek or accept personal social media connections with coaches, officials or volunteers unless there is a genuine family or pre-existing relationship.

3. Parents and Guardians

Parents and guardians are expected to support a positive online environment.

Concerns regarding athletes, coaches, volunteers or club activities should be raised through appropriate club channels rather than on public social media platforms.

4. Coaches, Committee Members and Volunteers

Coaches, committee members and volunteers must maintain appropriate professional boundaries. They must:

- Act as positive role models.
- Keep communications professional and appropriate.
- Use approved club communication channels where possible.
- Follow ASRC and Snowsport England safeguarding requirements.

They must not:

- Send private messages to junior members through personal social media accounts.
- Use information obtained through the club for non-club purposes.
- Engage in online behaviour that could undermine confidence in their role.

5. Photography and Social Media Content

Members should ensure photographs, videos and posts are respectful and appropriate. Content should not:

- Place a child or vulnerable person at risk.
- Breach privacy requests made by members or families.
- Reveal safeguarding or disciplinary matters.

Members should follow the ASRC Photography and Filming Guidance

6. Reporting Concerns

Concerns relating to online bullying, inappropriate contact, harassment or safeguarding should be reported promptly.

Club Welfare Officer: Mark Bulkeley Email: asrc.cwo@gmail.com Telephone: 07811 944007

Concerns may also be reported directly to Snowsport England through its safeguarding procedures.

If a child or adult is believed to be at immediate risk of harm, contact emergency services immediately before notifying the Club Welfare Officer.

8. Breaches

ASRC reserves the right to remove inappropriate content from its platforms. Breaches of this policy may result in:

- Informal or formal warnings.
- Removal from club communication channels.
- Disciplinary action.
- Referral to Snowsport England or statutory agencies where appropriate.

9. Review

- This policy will be reviewed annually by the ASRC Committee and Club Welfare Officer.