



Southern Ski Club for the Disabled

SSCD Club Communication, Online Safety and Social Media Policy Statement

Southern Ski Club for the Disabled (The Club) encourages the use of social media by its members to promote the Club but is conscious that issues can arise through its use, which may directly affect the reputation and wellbeing of the Club and its members.

Whilst SSCD does not seek to control or actively monitor what our members do online via social media outlets, it does expect all its members to conduct themselves appropriately on social media sites when making comments, remarks, or allegations, which directly involve other Club members, guides, helpers, or spectators.

SSCD has a responsibility to ensure that it safeguards all its members, and it is paramount that anyone in a position of trust acts responsibly when they are representing or communicating about the Club, and this includes promoting the acceptable use of social media.

If those in a position of trust fail to adhere to this requirement, or openly do not wish to conform to this requirement, then SSCD will review their positions within the Club.

Communications posted directly onto SSCD's social media sites:

- The Club will use its social media sites as a positive outlet to promote its own participants, other Clubs, and other individuals involved in snowsport.
- Similar usage by all Club members on their own social media sites is encouraged.
- The nominated administrators of the Club's own social media sites will identify all copyrighted or borrowed material with citations and links listed where appropriate.

- SSCD will review all online posts made directly to its social media sites before they are published online and resolve any concerns about the nature of posts/communications by Club members or other third parties directly with the parties involved.
 - If a message or post is not published, a reason for doing so will be given.
 - Nominated administrators will monitor SSCD's own social networking pages regularly and will remove all access (viewing and posting) from anyone who is behaving inappropriately.

- If a person(s) posts or attempts to post an inaccurate, inflammatory or unjustified negative comment about SSCD or anyone associated with the Club directly onto the Club's social media pages, SSCD will challenge these comments directly with the parties involved.
 - If the poster uses inappropriate or offensive language, the poster will be removed from further accessing any of the Club's sites immediately.
 - Any hostile, harassing or discriminatory communications based on a person's race, sex, gender identity, national origin, colour, disability, age, sexual orientation, veteran status, marital status, religion or any other status protected by law will not be permitted on any of the Club's social media sites and the poster will be immediately blocked from using any of the Club's social media sites, and details passed on to Snowsport England for any action they deem necessary.

- The nominated administrators of the Club's own social media sites will ensure that all the privacy settings on its social media sites are secure so that the page(s) are not used as a place to meet, share personal details or to have private conversations.

Communications posted by Club members onto private social media

sites:

- SSCD strongly recommends that all its members should not use their private social media pages to publish negative comments or pictures about SSCD or Club members, guides, helpers, spectators, or others associated with the Club.
- All Club members should be fully aware that any comment or communication that they make on any social media site has the potential to be seen by millions of people.
 - If that communication is positive, then it's likely that little harm will be caused.
 - However, if the content is critical then it could cause offense for the parties involved.
 - If you would not wish to read the communication, which you are posting, in the context of yourself, then do not post it.
- SSCD strongly recommends to all Club members that when posting online regarding matters relating to SSCD or other Club members, communications must avoid hostile, harassing or discriminatory language based on a person's race, sex, gender identity, national origin, colour, disability, age sexual orientation, veteran status, marital status, religion or any other status protected by law.
 - Whilst posts of such a nature will not be permitted on the Club's own social media sites and will be deleted immediately, communications by Club members on other personal or private sites which are considered to be hostile, harassing or discriminatory about either the

Club or another Club member will be investigated further at the discretion of SSCD, and the appropriate parties contacted.

- Any hostile, harassing or discriminatory communications about SSCD or Club members will be passed to Snowsport England for them to consider further and could result in exclusion from SSCD for the person(s) involved.
- SSCD strongly wishes to remind all Club members that their actions on social media could have serious consequences for others and for the reputation of the Club.
 - Posting negative comments and images, making bullying, adverse criticism, or sexist remarks on either the Clubs own social media pages, on own private pages or on friend's pages do not only impact negatively on the people they are about – but it also affects those who read the communications, and those who are made aware of them.
- SSCD strongly wishes to remind all Club members that they should always assume the person(s) or Club which you are communicating about will ultimately see what has been written about them. An online communication between two people does not mean it remains private and nobody else can see. Social media is accessible to everyone. In addition to this, even if the person(s) or Club you are discussing does not see it directly, somebody else may, and the end result would be that it's you, rather than the person you are communicating about that would ultimately be seen in a negative light by others for posting inappropriate comments.
- SSCD is strongly of the view that its Club members should not tolerate or condone poor social media behaviour or actions and that they have a role to play in ensuring that inappropriate comments are not posted online which

affects the Club or other Club members. If you are aware of or observe poor social media behaviour or actions which you think is unacceptable, Club members should remind those posters of their responsibilities when using social media – if you consider it appropriate to do so. If you believe any communication to be hostile, harassing or discriminatory it should be reported to the CWO as soon as possible with evidence of the material which has been posted. SSCD will move to investigate the matter further – and consult with Snowsport England (SE) if it considers it appropriate to do so.

- SSCD strongly recommends that all its Club members, when using social media sites, show respect and regard for other people.
 - If you're unsure if what you're posting on your own private social media page(s) or someone else's is appropriate (or not), then it is simply best not to post it - *if in doubt, leave it out.*

Communications related to SSCD and/or its Club members made by non-Club members on social media sites:

- Unfortunately, SSCD has little direct control over non-members posting inaccurate, unjustified, hostile, harassing, or discriminatory communications about the Club or Club members. With measures in place across all the Club's own social media pages to ensure that all communications are reviewed before being published, such material should not appear on the Club's own social media sites.

If, however, for any reason such communications are posted, it will be removed immediately, and the party posting will be contacted by the Club Chair and asked to explain their comments.

If the communication is made on a private page of a non-Club member, and a Club member considers it to be serious enough, it should be brought to the attention of the CWO.

Communications affecting children, young people, and vulnerable adults:

When social media is not used correctly, it can pose a risk to all of those involved and, in some cases, cause harm to individuals and others.

Whilst most adults can deal with matters in a reasoned manner, it can often be difficult for some children, young people and vulnerable adults to fully understand the issues involved and how best they can deal with issues which can arise from online posts.

Online risks for children, young people and vulnerable adults can be classified into the 3C's:

- **Content** – where children or vulnerable adults are the receivers of harmful content, for example receiving a spam email which links them to pornography or racist, homophobic or other abusive or offensive content.
- **Contact** – where children or vulnerable adults come into contact with people who may want to harm them, for example, an adult talking to a child on a chat site and trying to arrange a meeting for sexual purposes or people who are trying to identify individuals to bully or troll.
- **Conduct** – this is when children or vulnerable adults behave inappropriately online and may cause harm, for example, a young person uploading an image of one of their friends naked which leads to their friend being bullied or uploading a video or image which incites hatred or violence towards an individual or group.

The main online risks in relation to children and vulnerable adults can be categorised into four areas:

- **Inappropriate images, language or behaviour**
 - Children and young people may come across images online which may be harmful and distressing.
 - Social media houses images such as pornography, violence, crime and other still and moving images which may impact on the child.
 - Children and vulnerable adults may be sent such images, search for them or create images thus making all 3C's mentioned above part of this category.
 - Children and vulnerable adults state that seeing inappropriate images has the most profound effect on them and unfortunately such images are easily accessible across the online network.
 - It is unacceptable for any Club member to send or post inappropriate images to any child or vulnerable adult.
 - It is unacceptable for any Club member to use inappropriate language or behaviour towards a child or vulnerable adult.
 - Any instances of either by a Club member must be reported to the Club's Welfare Officer immediately for further action to be taken.

- **Sexting** is when a child or vulnerable adult sends a sexual message or image of themselves or others to one or more people.
 - Research suggests 1 in 4 young people have send a 'sext', and the impact of such images can be very damaging for the child or vulnerable adult and lead to serious bullying and other emotional and physical impacts.

- Anyone under the age of 18 may be prosecuted for 'sexting' under the offence of either creating, distributing or having possession of an indecent image of a child.
 - If the child or vulnerable adult is found guilty they may also be placed on the Sex Offenders Register.
- If any Club member is aware of any 'sexting' incident they should inform Snowsport England's Designated Safeguarding Lead as soon as possible and inform the Club's Welfare Officer that they have done so.
- **Online Grooming** is where an adult (someone over the age of 18) uses the internet and social media to befriend and entrust a child or vulnerable adult for future sexual abuse, image production or exposure.
 - Children or vulnerable adults may befriend someone online and that person may use sexual language, or send gifts or pretend they are in a relationship with them.
 - As with other abuse, the signs and indicators are similar, however with online grooming there are some specific indicators including:
 - Children or vulnerable adults having lots of new gifts not brought by family members
 - Children or vulnerable adults being picked up by different people (who the family do not know) in cars
 - Children or vulnerable adults saying they are dating someone they met online, and it is apparent the person is older
 - Children or vulnerable adults being on dating sites

If any Club member is aware of any grooming incident, they should inform Snowsport England's Designated Safeguarding Lead immediately to seek further advice on the best course of action and inform the Club's Welfare Officer (CWO) that they have done so.

- **Cyberbullying** is the use of electronic and digital media to scare, harass or intimidate, a child or vulnerable adult:
 - If the cyberbullying is taking place by a Club member, it should be reported to the CWO so that further action can be taken if necessary.