



Champion Dance & Cheer (CDC) – Social Media Policy

Purpose

Champion Dance & Cheer (CDC) is committed to fostering a positive, respectful, and safe environment for all athletes, families, staff, and supporters.

Social media is a powerful tool that can be used to encourage, celebrate, and support our community. However, it can also be a space where bullying, intimidation, exclusion, and misinformation can occur.

This policy exists to set clear expectations and standards for all online behaviour connected to CDC.

Scope

This policy applies to all individuals connected with Champion Dance & Cheer, including: -
Athletes - Parents and guardians - Supporters and spectators - Coaches and staff -
Volunteers and alumni

This policy applies regardless of whether CDC is mentioned directly. If an individual can be identified as being connected to CDC (publicly or privately), this policy applies.

Our Core Principle: Encourage and Support

All online activity connected to CDC should reflect one core principle:

Encourage, uplift, and support.

We recognise that individuals have the right to personal social media accounts and opinions. However, being part of the CDC community comes with a responsibility to ensure behaviour reflects respect for others and for the organisation.

Expected Standards of Behaviour

When using social media or messaging platforms, individuals connected to CDC must: -
Treat all athletes, staff, parents, and supporters with respect.

- Communicate in a non-threatening, non-aggressive, and non-intimidating way
 - Use social media to celebrate achievements and support others
 - Be mindful that content can be widely shared and may reflect on CDC
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Prohibited Behaviour

The following behaviours are not acceptable and may result in disciplinary action:

- Posting, sharing, or engaging with content that criticises, insults, or undermines athletes, parents, coaches, staff, or supporters
- Bullying, harassment, intimidation, or ganging-up behaviour whether direct or indirect
- Threatening language or behaviour, including implied threats
- Posting or sharing discriminatory, racist, sexist, homophobic, transphobic, or otherwise offensive content
- Targeting individuals or groups based on protected characteristics
- Posting or sharing content targeting other teams, organisations, or event providers
- Encouraging or participating in online disputes, arguments, or “pile-ons”
- Sharing confidential information, private messages, screenshots, or recordings relating to CDC

Indirect, Ambiguous & “Aimed” Content

The following is **strictly prohibited**:

- Posting, sharing, or engaging with indirect, ambiguous, or “aimed” content (including memes, quotes, or generalised statements) that could reasonably be interpreted as referring to an individual, group, or situation within CDC
- Content designed to imply, suggest, or allude to issues involving others without naming them directly
- Behaviour commonly referred to as “innuendo posting”, “vague posting”, or “aimed posts”

The impact of a post is more important than the intent. If content is perceived by others as targeting or referring to someone within the CDC community, it may be treated as a breach of this policy regardless of whether names are used.

- Sharing, liking, or reacting to content that contributes to negative narratives about individuals or the club
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Bullying, Messaging & Online Behaviour Between Athletes

CDC recognises that bullying can take place through private messaging platforms such as Snapchat, WhatsApp, Instagram, and similar apps.

The following is not acceptable:

Sending messages that are unkind, exclusionary, or designed to upset others –

isolating, targeting, or talking negatively about individuals - Sharing screenshots, images, or messages to embarrass or harm others

Applying pressure, intimidation, or encouraging others to exclude someone

Any behaviour that causes distress, fear, or a hostile environment whether public or private will be treated seriously and may be considered a safeguarding concern.

Social Media is Not a Platform for Conflict

Social media must never be used to:

- Raise complaints or grievances
- Address disputes
- Make allegations about individuals or the club

All concerns must be raised through official communication channels.

Safeguarding & Escalation

Any online behaviour connected to CDC that raises safeguarding concerns will be managed in line with CDC's Safeguarding Policy.

Where appropriate, concerns may be escalated internally and referred to external safeguarding agencies.

Respect for Staff Boundaries

CDC staff and coaches are entitled to personal time and private online spaces.

- Do not contact staff via personal social media accounts
- Do not use DMs for complaints, payments, or operational queries

Official communication must take place through designated channels.

Official Communication Channels

CDC social media inboxes are managed by a Social Media Manager and are not suitable for:

- Fees or payments
- Attendance or scheduling queries
- Complaints or disputes

All official enquiries must be directed via email.

Accountability & Consequences

Failure to follow this policy may result in:

- Requests to remove content
- Formal warnings
- Restricted participation
- Disciplinary action
- removal from the programme

Serious or repeated breaches may be escalated under safeguarding or disciplinary procedures.

Reporting Concerns

If you witness or experience behaviour that breaches this policy:

- Do not engage publicly
 - Preserve evidence where appropriate
 - Report directly to CDC management via official channels
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Final Statement

Champion Dance & Cheer is a community built on teamwork, respect, and shared identity.

Social media should reflect these values.

We expect all members of our community to act in a way that supports, protects, and uplifts one another both online and offline.

This policy is in place to protect our athletes, our staff, our families, and the integrity of Champion Dance & Cheer.