



Champion Dance & Cheer – 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, but it can also be a space where bullying, intimidation, and misinformation can occur. This policy exists to set clear expectations and standards for online behaviour connected to CDC.

Scope

This policy applies to all individuals connected with Champion Dance & Cheer, including but not limited to: Athletes, Parents and guardians, Supporters and spectators, Coaches and staff, Volunteers and alumni.

This policy applies regardless of whether CDC is mentioned in a bio, tagged in posts, or explicitly referenced. If an individual is publicly or privately identifiable as being connected to CDC, this policy applies.

Our Core Principle: Encourage and Support

CDC social media spaces and interactions should encourage, uplift, and support. We expect that any content shared, liked, commented on, or reposted in connection with CDC reflects this principle.

We recognise that everyone has the right to their own social media accounts, opinions, and personal views. However, being part of the CDC community comes with an expectation that online behaviour meets a standard that reflects respect for others and for the organisation.

Expected Standards of Behaviour

When using social media, whether publicly or privately, individuals connected to CDC must: Treat all athletes, staff, parents, and supporters with respect, Communicate in a manner that is non-threatening, non-intimidating, and non-aggressive, Use social media to celebrate achievements, encourage others, and share positive engagement, Be mindful that public posts can be widely shared and interpreted as representing CDC

Prohibited Behaviour

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

- Posting, sharing, or engaging with content that criticises, insults coaches, staff, athletes, parents, or supporters
- Bullying, harassment, intimidation, or ganging-up behaviour, whether direct or indirect
- Threatening language or behaviour, including implied threats
- Posting, sharing, or engaging with discriminatory, racist, sexist, homophobic, transphobic, or otherwise bigoted content
- Content that targets individuals or groups on the basis of race, gender, gender identity, sexuality, religion, disability, or any other protected characteristic
- Posting or sharing content that targets other teams, athletes from other programmes, organisations, event providers, or competition organisers, regardless of competition outcomes
- Encouraging or participating in online disputes, pile-ons, or public arguments
- Sharing confidential information, private messages, screenshots, or recordings relating to Champion Dance and Cheer or its members

Social media must never be used as a platform for disputes, grievances, or allegations.

Bullying and Online Safety

CDC recognises that bullying can and does occur online. Social media must not be used to: Exert pressure on individuals, Intimidate or shame others, Rally others against an individual or group, Revisit or escalate conflicts

Any behaviour that creates fear, distress, or a hostile environment may be treated as a safeguarding concern.

Safeguarding Escalation and External Referral

Any online behaviour connected to Champion Dance & Cheer that raises safeguarding concerns will be managed in line with CDC's Safeguarding Policy. Where appropriate, and in accordance with our duty of care, concerns may be escalated internally and referred to external safeguarding agencies.

Respect for Staff Personal Time and Boundaries

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

- Do not message coaches or staff via their personal Facebook, Instagram, or other personal social media accounts

- Do not use direct messaging to raise issues regarding fees, classes, attendance, scheduling, or complaints

If a coach or staff member has a designated coach account, you may interact with that account. Responses will be given at an appropriate time and at the staff member's discretion.

Official Communication Channels

- CDC Facebook Messenger and Instagram DMs are managed by our Social Media Manager
- These channels are not to be used for queries regarding:
 - Fees or payments
 - Class times or attendance
 - Subscriptions or accounts
 - Complaints or disputes

Our Social Media Manager does not have access to account or financial information and cannot respond to these queries.

All official enquiries must be directed via email, as outlined in our communications policy.

Accountability and Consequences

Failure to adhere to this Social Media Policy may result in: Requests for content to be removed, Formal warnings, Restricted participation in CDC activities, Disciplinary action up to and including removal from the programme

Serious or repeated breaches may be escalated under CDC's safeguarding, anti-bullying, or disciplinary procedures.

Reporting Concerns

If you see or experience behaviour online that you believe breaches this policy: - Do not engage publicly, Preserve evidence where appropriate, Report concerns directly to CDC management via the official email channel

Final Statement

Champion Dance & Cheer is a community built on teamwork, respect, and shared identity. Social media should reflect those 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.