



Communications Policy for Manchester Cross Country Ski Club

Manchester Cross Country Ski Club acknowledges that electronic communication is used to promote and comment on various activities in the club.

The “**Manchester Cross Country Ski Club Communications Policy**” promotes an online environment that is used in a safe and responsible way, and aims to protect all members but especially children and young adults under 18.

Using the information in this policy the interests and the reputation of both the members and the organisation known as **Manchester Cross Country Ski Club** will aim to have protection from electronic communication misuse.

“**Manchester Cross Country Ski Club Communications Policy**” encompasses all forms of Hardcopy and Electronic Communications. Including hard copy letters, e-mails, texts, WhatsApp, Facebook, Twitter and other communication platforms. It also includes images, photographic, or any other forms, printed or electronic, whether taken by phone, camera/video camera, or any other manual or electronic device.

Manchester Cross Country Ski Club is keen to promote positive images of children involved in snowsport activities and is not preventing the use of photographic or video equipment either by club staff or parents within the MCCSC and SnowSport England (SE) Safeguarding Guidelines.

MCCSC/the Club - **Manchester Cross Country Ski Club**

CWO - Club Welfare Officer

SE - Snowsport England, Snowsports Governing Body

Event - This is any official organised gathering by the Club and includes Roller Ski Tuition Courses, Roller Ski Races and Roller Ski tours, Club Telemark Sessions and Telemark Festival.

See MCCSC Website for Club Policies and SnowSport England Website for Governing Body Guidelines. See end of document for safeguarding links.

**For the purposes of this policy “snow sport” incorporates all Club Cross Country Skiing, Roller Skiing and Telemark Ski activity.*

Manchester Cross Country Ski Club is committed to providing a caring, friendly, and safe environment for all our members.

With this policy MCCSC aims to:

- **Promote** safe and effective use of social media including images as part of our club activities.
- **Encourage** members to use good practise when using all forms of communication.
- **Protect** Children, Coaches, Officials and Members with regards to adverse practises with usage of Social Media
- **Promote** adherence to safeguarding issues by appointing a Club Welfare Officer, (CWO) with appropriate mandatory training.
- **Ensure** the club/members promote a professional image when communicating with others.
- **Ensure all** language and imagery used in all communications, is appropriate.
- **Ensure** club officers, members and appointed volunteers take responsibility for their professional reputation in the online environment.





The Club will aim to do this by:

- **Recognising** that all coaches club officials, club members and guests must take responsibility for their own use of communication and interactive technologies. New and current technologies should be used safely, responsibly and legally.
- **Ensuring** that the Parents email address is used when communicating with a child / young adult under 18. The contact email address for juniors is that of their parent rather, than the young person themselves.
- **Monitoring** details of members who are children/ young adults under 18 will be done by the Clubs Welfare Officer (CWO) on a monthly basis.
- **Being aware** that personal details including e mail and phone/mobile numbers will only be given to Club Officials that need to have the information with the consent of the CWO. This information should never be passed on to anyone else. Coaches/Officials/Members should not ask the child to provide their own details.
- **Ensuring** that all e-mails from children/young people are passed to the CWO.
- **Confining** the use of the membership details to send direct e-mails, to Club Management – Chairperson, Secretary, Treasurer/ Membership Secretary and Club Welfare Officer. For Events, then the officials who have access to the booking system for the event will have access to that particular e-mail list only. Club e-mails will only be sent from the clubs e-mail account. They will be about legitimate club business and avoid being over familiar. BCC (Blind Carbon Copy) will be used to prevent viewing of email addresses. Direct marketing emails are only sent to members who have specifically consented to receive direct marketing emails.
- **Endeavouring** to prevent photographs, videos or other images of young people being taken without the consent of the parents and children.
- **Preventing** the identifying children and young adults under 18 by photographs, videos or personal information of any sort.

By - Reiteration of the Safeguarding Policy at the Introductory Talk at the beginning of the yearly sessions by a Club Official or Coach to all the Club Members, Parents of Participants under 18 and any Volunteers. Safeguarding issues include the taking of images by any method, of children and young adults under 18

All Club Members have a **Duty of Care** to children and young adults under 18, and are to be encouraged to “challenge” any members of the general public taking pictures of children and young adults under 18, or inform a Club Official/Coach in order to do so.





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If any children or young adults under 18 feel uncomfortable with having pictures taken during the event they should be encouraged to either say “no”, and/or to report it to a Club Official or Coach to deal with.

Any Incident should also be reported to the Club CWO. In extreme circumstances the police may need to be informed.

- **Acknowledging** that parents may wish to take photographs of their own children but also asks that parents do not take photographs of other children without their consent and the consent of the parents of the child/young adult under 18.

In the event of photographs being taken the Club will follow the Snowsport England’s “Guidance on the Use of Photographic Equipment,” or see “Snow Safe”, the Snowsport England’s Child Safeguarding Policy. Storage and use of photographs will also be in line with the Data Protection Act 2018.

- **Advising** members that usage of Instant Messaging including images, is only acceptable if previously agreed between members, but should never be sent to children and young adults under 18 without the permission of parent or guardian.
In the event of permission being granted, the child/young should still be given the opportunity to request not to receive further messages.
- **Discouraging** members if aged under 18, from asking a coach or other club official to be friends on social media, and if necessary an explanation should be given.
- **Ensuring** that when using Instant Messaging content should only--
 - Contain matter solely related to Snowsport/Roller skiing.
 - Be sent at appropriate times of day.
 - Should not contain language that is over familiar or could be misinterpreted.
 - Should not contain emojis, kisses etc. in the text
 - Should acknowledge that any opinions expressed are expressed strictly in their individual capacity and not as representative of the club.
 - Should be about their professional snowsport role in the club, keeping their personal life and comments separate.
- **Ensuring** that that all coaches, club officials, club members and guests will follow Club procedures and not use any communication or technological device, including interactive services such as social networking for inappropriate behaviour online. All comments on the Club’s, or any snowsport account should remain professional and be appropriate. This includes bullying or harassment of others in any form, defamation, obscene or abusive language, or for the uploading of material that is libellous, defamatory, obscene, illegal, shows nudity or is violent, within the context of any snowsport activities
- **By reporting** any known misuse of communication, interactive technologies and/or unacceptable behaviour within the context of snowsport, in accordance with the Club and Snowsport England’s Policies and Procedures.(See SE website) This includes unacceptable behaviour (as above), inappropriate contact with children on line, and illegal content, including sexual abuse/indecent images of children. Any/all of the above behaviours will be investigated according to MCCSC and/or Snowsport England’s Disciplinary Policy and Procedures, and may





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result in sanctions being enforced. Where there is suspected danger to the child/young adult under 18, or suspicion that criminal activity has taken place, a report will be made directly to the Police.

- **If in Doubt** about any suspect behaviour, this should be reported to the Club Welfare Officer and/or Snowsport England Safeguarding Lead (See Club and SE Safeguarding Policies and Procedures)
- **The Club** accepts that there may have to be removal of any content on its social networking sites that could be considered inappropriate, illegal, obscene, defamatory, threatening, infringing upon intellectual property rights, invasive of privacy or otherwise injurious or objectionable.

**Any breach of this policy may result in disciplinary action*

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For further information or SnowSport England “**Policies and Guidance on Social Media and E-Safety,**” and “**Use of Photographic Equipment**” see SE Website – www.snowsportengland.org.uk

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