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## SOCIAL MEDIA – CODE OF CONDUCT

### What is Social Media?

Social media is a popular and constantly evolving form of online communication that allows millions of people to take part in online communities, generate content and discussion and to share information with others. Online users of social media sites can now access interactive services across a multitude of services and devices.

ESSKIA promotes the use of social media by its Schools' to promote Esskia and its events, but the Board is conscious that issues can arise through the use of social media, which can directly affect the reputation of Esskia and its members.

### What are the issues?

Using social media sites such as Facebook, Twitter and on-line forums can be fun, constructive and positive for the person(s) posting the communications or those reading the communications. However, the use of negative comments about a person(s) or another organization, the posting of inappropriate images, the use of bullying language towards a person(s), direct criticism of a person(s) or sexist / racist remarks can all be extremely harmful to the parties involved. It is also the case that the reputation and the image of Esskia could be adversely affected.

Other third parties (who may or may not be Esskia members) may also become upset or distressed if they view such communications. w

### Esskia

Whilst the board of Esskia does not seek to control or actively monitor what our members do online via social media outlets, the board does expect all of its members to conduct themselves appropriately on social media sites when making comments, remarks, or allegations which involve the Esskia directly, other members, other organisations, members of other schools' or spectators.

The board has a responsibility to ensure that it safeguards all its members both on and off the field of play. It is paramount that all our coaches, Esskia officials,

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volunteers and others in a position of trust act responsibly when they are representing or communicating about Esskia, and this includes promoting the acceptable use of social media. If coaches, officials, volunteers, and others in a position of trust fail to adhere to this requirement, or openly do not wish to conform to this requirement, then the board will review their positions within the Esskia.

This policy aims to provide guidance and advice to all members on social media, how the board intends to control social media issues on its own sites and also what guidelines the board will use when monitoring social media communications on other Esskia sites.

### **A. Communications posted directly onto Esskia Social Media sites.**

Esskia will use its social media sites as a positive outlet to promote its own participants, participant's performances, teammates, the teams, other clubs and other individuals involved in snowsport. Posting results and acknowledging individual / team performances on social media makes many people aware of achievements involving members of Esskia and their teams. By doing this, Esskia's own Social Media pages can have a positive effect on many people - similar usage by all members on their own social media sites is encouraged by the board.

The nominated administrators of Esskia's own social media sites will identify all copyrighted or borrowed material with citations and links listed where appropriate. Members posting directly into the Club's pages should, when publishing direct paraphrased quotes, thoughts, ideas, photos or videos also give credit to the original publisher or author.

The board 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 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.

A nominated administrator will monitor Esskia's own social networking pages regularly and will remove all access (viewing and posting) from anyone who was behaving inappropriately on the clubs pages. Any member can ask the

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board who the administrator is at any time, bearing in mind however that the administrator are likely to change from time to time.

If a person(s) posts or attempts to posts an inaccurate, inflammatory, or unjustified negative comment about Esskia or anyone associated with Esskia directly onto the social media pages, the Board 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 theEsskia'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 Esskia's social media sites and the poster will be immediately blocked from using any of the Esskia's social media sites and details passed on to Snowsport England for any action they deem necessary.

The nominated administrator of the Esskia 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.

## **B. Communications by members on private social media pages.**

The Board strongly recommends that all its members should not use their private pages to social media to publish negative comments or pictures about:

- a) ESSKIA
- b) Members, athletes, coaches, or volunteers of
- c) Members, participants, coaches, or officials of other Snowsport clubs.
- d) Spectators

All 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 . If that communication is positive, then it's likely that little harm will be caused. However, if the content is critical of a person(s) or other organisations 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.

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The Board strongly recommends to all members that when posting online regarding matters relating to Esskia, other members, other organisations, and its members – communications must avoid 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.

Whilst posts of such a nature will not be permitted on Esskia's own social media sites and will be deleted immediately, communications by members on other personal or private sites which are considered to be hostile, harassing or discriminatory about either Esskia or another Esskia member will be investigated further at the discretion of the Board and the appropriate parties contacted.

Any hostile, harassing or discriminatory communications about the Esskia, a member, other organisations or other members of any other Snowsport Clubs will be passed to Snowsport England for them to consider further and could result in exclusion from Esskia for the person(s) involved.

The Board strongly wishes to remind all members that their actions on social media could have serious consequences for others and for the reputation of Esskia. Posting negative comments and images, making bullying, adverse criticism or sexist remarks on Esskia's own social media pages, on own private pages or on friends 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 of are of them.

The board strongly wishes to remind all members that they should always assume the person(s) or organization 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 organisation 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.

The board is strongly of the view that its 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 affect Esskia, other members or members of other clubs. If you are aware of or observe poor social media behavior or actions which you think is unacceptable, members

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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 board as soon as possible with evidence of the material which has been posted. The board will move to investigate the matter further – and consult with Snowsport England if it considers it appropriate to do so.

The board strongly recommends that all its members, when using social media sites, show the same respect and regard for other people/other organisations that you would show when participating, coaching, officiating, or volunteering on behalf of Esskia.

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.

### **C. Communications related to AND / or its members made by non-Esskia members on social media sites.**

Unfortunately, the board has little direct control over non-members posting inaccurate, unjustified, hostile, harassing, or discriminatory communications about Esskia or its members, other Snowsport organisations, or other members of any other Snowsport organisations. With measures in place across other organisations own social media pages to ensure that all communications are reviewed before being published, such material should not appear on the organisations 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 Esskia and asked to explain their comments.

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

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adults can deal with matters in a reasoned manner, it can often be difficult for some children, young people and adults with learning difficulties 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 adults at risk can be classified into the 3C's:

**Content** – where children 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 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 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 young adults can be categorised into four areas:

### 1. 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 young people may be sent such images, search for them or create images thus making all 3C's mentioned above part of this category. Children 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 member to send or post inappropriate images to any child or young persons. It is unacceptable for any member to use inappropriate language or behaviour towards a child or young person.

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Any instances of either, by a member must be reported to Esskia's Welfare Officer immediately for further action to be taken.

## 2. Sexting

This is when a child or young person 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 young people 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 young person is found guilty, they may also be placed on the Sex Offenders Register and this may affect their future career.

If any member is aware of any 'sexting' incident they should inform Snowsport England's Designated Safeguarding Lead as soon as possible and inform the Esskia's Club's Welfare Officer that they have done so.

## 3. Online Grooming

This is where an adult (someone over the age of 18) uses the internet and social media to befriend and entrust a child or young person for future sexual abuse, image production or exposure. Children or young people may befriend someone online and that person may use sexual language with the child and also send gifts or pretend they are in a relationship with the child. As with other abuse, the signs and indicators are similar, however with online grooming there are some specific indicators including:

- Children having lots of new gifts not brought by family members.
  - Children being picked up by different people (who the family do not know) in cars.
  - Children saying, they are dating someone they met online and it is apparent the person is older.
  - Children being on dating sites.
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If any 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 Esskia Club's Welfare Officer that they have done so.

#### 4. Cyberbullying

The use of electronic and digital media to scare, harass or intimidate a child, young adult or adult at risk club member is unacceptable. However, if the cyberbullying is taking place by a club member it should be reported to the board so that further action can be taken if necessary.