



Social Media and Digital Communications Policy

SEASON X • 2026/2027

Document	Policy	Effective	September 2026
Owner	Black Ice Academy Directors	Review	September 2027

Social media and digital communication can support the Black Ice Academy community, but they must be used in a way that protects children, respects privacy and maintains professional boundaries.

Applies to

This policy applies to BIA directors, coaches, staff, volunteers, athletes and, where relevant to academy participation, parents/carers using official academy channels or referring to BIA in public online spaces.

Coaches, staff and volunteers

- Use approved BIA channels for communication with children. Do not use personal accounts, disappearing messages or private one-to-one chats with a child for academy business.
- Where direct digital communication with an athlete is necessary, use an approved group/channel and include a parent/carer or another appropriate adult where practicable.
- Do not accept or initiate personal social-media connections with children you coach where this would blur professional boundaries.
- Do not post confidential information, safeguarding information, medical information or personal data about athletes or families.
- Only share images/video in accordance with the Photography and Videography Policy and recorded permissions.
- Escalate online bullying, grooming, threats, sexual content or other safeguarding concerns under the Safeguarding Policy.

All members and families

- Be respectful, accurate and lawful. Do not post bullying, threatening, discriminatory, defamatory, obscene or deliberately humiliating content.
- Do not impersonate another person, access another person's account/device without permission, or share private messages/screenshots to embarrass or harass.
- Respect copyright, trademarks and other intellectual property. Obtain permission or use content lawfully before reposting.
- Think carefully before tagging or identifying children and respect requests not to share images or location information.
- Do not use social media to conduct or escalate a complaint about a child, coach or family. Use BIA's complaints or safeguarding channels.



Moderation and action

BIA may moderate official channels and take proportionate action where online conduct creates a safeguarding risk, breaches membership standards or materially affects the academy community. BIA will not claim to monitor all personal social-media use. Serious concerns may be referred to parents/carers, platforms, Sport Cheer England, police or safeguarding agencies as appropriate.

Legal and guidance framework

This document should be read alongside Black Ice Academy's other safeguarding and safety procedures. It is aligned to the following legislation and guidance current at September 2026:

- Online Safety Act 2023 where applicable to relevant online services
- UK GDPR and Data Protection Act 2018, as amended
- Working Together to Safeguard Children 2026
- Equality Act 2010

Approval and review

Approved by

Kathryn Thompson and Victoria Worley, Directors

Effective from

September 2026

Next scheduled review

September 2027

Earlier review

Following a serious incident, material legal/guidance change, or significant change to academy operations