

ACE Development Academy CIC Social Media Policy

Date Adopted: 31/08/2025 Next Review Date: 31/08/2026

1. Purpose

The purpose of this policy is to provide guidance on the safe and responsible use of social media by staff, coaches, volunteers, players, and parents involved with ACE Development Academy CIC. We recognise that social media is a valuable tool for communication and promotion, but misuse can harm individuals and damage the reputation of the academy.

2. Scope

This policy applies to: - All staff, contractors, board members, and volunteers. - All registered players and their parents/carers. - Official ACE Development Academy social media accounts and any personal accounts where ACE is referenced.

3. Principles

- Safeguarding children is our highest priority. - Respect, professionalism, and integrity must be upheld at all times online. - Communication should be open, transparent, and appropriate. - Content shared must align with the values of ACE Development Academy.

4. Rules for Staff, Coaches & Volunteers

- Never communicate privately with players under 18 via personal accounts (use official channels or parent/carer contacts). - Do not post or share images/videos of players without prior written parental consent. - Avoid posting content that could bring the academy, football, or its participants into disrepute. - Do not share confidential information, internal disputes, or personal details. - Use respectful language—no bullying, harassment, or discriminatory comments will be tolerated.

5. Rules for Parents & Players

- Parents may share their child's achievements but must avoid tagging other children without consent. - Players must not post offensive, discriminatory, or inappropriate content about other players, coaches, referees, or the academy. - Parents and players must not engage in online disputes relating to matches, team selection, or academy matters.

6. Official ACE Social Media Accounts

- Only authorised staff may post on official ACE platforms. - Content must promote the academy positively and reflect its values. - The Designated Safeguarding Officer (DSO) must approve posts involving children. - Admin rights will be managed by the Director/Communications Lead.

7. Breaches of Policy

- Breaches will be taken seriously and may result in disciplinary action, removal from the academy, or referral to safeguarding authorities if necessary. - The academy reserves the right to request the removal of inappropriate content.

8. Monitoring & Review

This policy will be reviewed annually or sooner if legislation or FA guidance changes.

Signed: Director / Designated Safeguarding Officer Date: 31/08/2025