



AMBITION RACING SOCIAL MEDIA GUIDELINES

Ambition social media is used primarily to create a 'team' feeling but also to be able to share the activities of the team with the outside world. This includes Ambition parents, sponsors, supporters and the wider ski racing community.

To achieve the above, we need everyone involved. The more social media 'inclusion' of the different Ambition teams (most commonly using 'stories') the more Ambition will be seen as a 'team' of athletes from U10 through to FIS level – and everything in between. Furthermore, as we are an educational body, academic activity that fits in with the below can be captured and shared also.

Usage

We use Facebook & Instagram for posting about team activity

Facebook is predominantly for the parents to see & share pics of their children. We use Facebook not so much to create an image, more just for the parents & for some advertising.

Instagram - pictorial posts - should be used, where possible with emotive images / vids. That means quality pics (not half blurred), showing 'movement' where possible or capturing specific moments of the team athletes / individuals.

Facebook / Instagram stories – this is for each member of staff to use frequently with very short updates or pics as to what we are doing in the current moment each day.

Happy for staff to share Ambition posts through their own pages if they wish.

Conduct

Captions and text need to follow our own code of conduct guidelines.

Consideration at events is to be given to athletes & parents who have 'opted out' of having pictures and / or video footage taken.

Posts should be about team activity and team / individual achievement. Posts should be monitored to ensure fairness across age, race & gender.

Any comments or concerns on social media can be forwarded to our own CWO or the SSE Safeguarding officer Bridget Owen.