

Esports Wales

Social Media Policy

Status: Board-approved policy

Applies to: Directors, Staff, Volunteers, Coaches, Officials, Players, Members, Partners

Owner: Board of Directors

Communications Lead: Board-appointed Director / Senior Officer

Safeguarding Lead: Designated Safeguarding Lead (DSL)

Data Protection Lead: Board-appointed Director / Senior Officer

Review cycle: Annual

Next review due: 12 months from adoption

1. Purpose

This policy sets out **how social media and public online platforms may be used** in connection with **Esports Wales CIC** (“the Company”).

It exists to:

- protect children, young people, and adults at risk
 - safeguard the reputation and integrity of Esports Wales
 - promote positive, respectful online engagement
 - reduce legal, safeguarding, and cyber risks
 - clarify responsibilities for official and personal accounts
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2. Scope

This policy applies to:

- official Esports Wales social media accounts
- personal social media accounts where Esports Wales is referenced

Policy Number: P0806
Version Number: 001



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- live streaming and content creation linked to Esports Wales activity
- online communities, chats, and public forums

It applies whether activity is:

- during events or competitions
 - promotional or informal
 - online-only or hybrid
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3. Core Principles

All social media use must reflect the following principles:

- **Safeguarding First** – protection of children and vulnerable individuals
 - **Respect** – dignity, inclusion, and professionalism
 - **Responsibility** – individuals are accountable for online behaviour
 - **Integrity** – honesty and ethical conduct
 - **Transparency** – clear distinction between personal and official views
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4. Official Esports Wales Accounts

4.1 Official accounts:

- may only be created and managed by authorised individuals
- must follow brand, safeguarding, and communications guidance

4.2 Official accounts must:

- avoid identifying minors without consent
- moderate comments and interactions



- remove harmful or inappropriate content promptly
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5. Personal Social Media Use

5.1 Individuals are free to use personal social media accounts.

5.2 However, when:

- referencing Esports Wales
- wearing Esports Wales branding
- discussing Esports Wales activity

individuals must:

- behave professionally and respectfully
 - not bring Esports Wales into disrepute
 - make clear that views are personal
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6. Safeguarding & Children

6.1 Social media activity involving children or young people must:

- comply with safeguarding and consent requirements
- avoid direct or private messaging
- avoid tagging or identifying minors publicly

6.2 Concerns about online behaviour must be reported immediately via safeguarding procedures.

7. Streaming, Content Creation & Media

7.1 Streaming or content creation linked to Esports Wales must:

Policy Number: P0806
Version Number: 001



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- comply with platform rules and age restrictions
- protect participant privacy and wellbeing
- follow the **Photography, Streaming & Content Policy (minors)**

7.2 Unauthorised streaming or recording is prohibited.

8. Prohibited Conduct

The following are **not permitted**:

- bullying, harassment, or hate speech
 - discriminatory or offensive content
 - sharing confidential or personal data
 - sexualised or inappropriate content involving minors
 - impersonating Esports Wales or its representatives
 - engaging in arguments or harassment online
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9. Use of Logos, Branding & Intellectual Property

9.1 Esports Wales branding must:

- be used only with permission
- not be altered or misused

9.2 Brand use may be withdrawn at any time.

10. Monitoring & Moderation

10.1 Esports Wales may:

Policy Number: P0806
Version Number: 001



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- monitor official channels
- moderate or remove content
- restrict access where necessary

10.2 Monitoring will be:

- proportionate
 - lawful
 - consistent with privacy obligations
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11. Reporting Concerns

Concerns relating to social media use may be reported via:

- safeguarding procedures
 - complaints procedures
 - disciplinary routes (where applicable)
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12. Breach of This Policy

Failure to comply with this policy may result in:

- removal of content
 - loss of account access or permissions
 - disciplinary or governance action
 - referral to external authorities where required
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13. Linked Policies & Procedures

Policy Number: P0806
Version Number: 001



Esports Wales CIC:
12372413

This policy must be read alongside:

- **0805 Acceptable Use Policy (IT & Platforms)**
 - **0804 Cyber Security Policy**
 - **0801 Data Protection (UK GDPR) Policy**
 - **0802 Privacy Policy**
 - **0213 Online Safety & Digital Safeguarding Policy**
 - **0214 Photography, Streaming & Content Policy (minors)**
 - **0606 Spectator & Community Behaviour Policy**
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14. Review

This policy shall be reviewed:

- annually
 - following serious incidents or reputational risk
 - following changes to platforms or guidance
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15. Adoption

This Social Media Policy was approved by the Board of Directors of **Esports Wales CIC**.

Date approved: ___02/03/2026___

Signed (Chair):___  ___

