



CHEER ATHLETICS SOCIAL MEDIA STANDARDS FOR ATHLETES

PURPOSE

As Cheer Athletics closes in on nearly 30 years of business, we find it important to introduce a more comprehensive standard for how our team athletes should engage. The commitment to being a Cheer Athletics athlete is both a privilege and a responsibility. These Social Media Standards are intended to provide parameters for our athletes to rely on whenever representing themselves online. This resource will continue to evolve and is subject to change.

PROTECTION

The more you utilize social media and share your life online, the more likely it is that you will encounter problems or consequences you were not expecting.

- ▶ You do not have control over who sees your posts—even if you have a private account.
- ▶ Any time you post content on social media sites like Instagram, TikTok, Facebook, etc., you are agreeing to the site's terms and conditions. This means the site could use the content for another purpose.
- ▶ Content highlighting an individual's flexibility typically accentuates private parts, even when clothed, and is known to be highly sought after by those with ill intent. If you want to post a skill or pose, be sure the content is taken from an angle that is athletic in nature.

X Do not share personal information such as your home address, phone number, social security number, and current location.

X Do not put anything on social media that you would not want your family, your future colleges, your future employers, or the whole world to see.

X Do not post when you are emotional, like right after a loss or bad practice. You are more likely to say something you will regret.

X Do not post or share your location while you are currently there. Wait until after you leave.

PRESENTATION

Anything you post online enters the public record. Carefully consider how you present yourself in each post and how that impression will impact your future. This includes comments on your posts and comments you make on other pages/posts.



The following are prohibited for any Cheer Athletics athlete:

- ▶ Racial slurs or references and discriminatory language.
- ▶ References to violence, physical abuse, or mental abuse.
- ▶ Engaging with sexually explicit, profane, lewd, illegal, or defamatory language/actions.
- ▶ Comments designed to harass or bully.
- ▶ Nude, sexually-oriented, or indecent photos.

Examples of prohibited behaviors include but are not limited to: lip-syncing or singing explicit music, background imagery inappropriate in nature, derogatory hand gestures, etc.

PROGRAM ALIGNMENT

Cheer Athletics athletes are to obtain written approval from media@cheerathletics.com before featuring any Cheer Athletics names, logos, or marks in a paid advertisement, partnership, or collaboration. This includes content captured in a Cheer Athletics facility. Promoting products or participating in advertisements wearing a Cheer Athletics uniform is strictly prohibited.

- ▶ It is not permissible to film other athletes in a Cheer Athletics facility without first obtaining their consent.
- ▶ It is not permissible to post on social media during a Cheer Athletics practice, private lesson, or class.
- ▶ It is not permissible to publicize information about Cheer Athletics that is not already public knowledge.

Cheer Athletics expects all of its athletes to follow these Social Media Standards regardless of the size of their social media following and reserves the right to determine the course of action if an athlete's social media presence repeatedly raises concern.

One of our core goals is to guide our athletes into becoming greater humans and to work together as a community for teachable moments when athletes make mistakes.

Submit reports or concerns to The Sports Compliance Company.
reports@sportscompliance.com • 1-800-879-SAFE