



South African Majorette and Cheerleading Association
(SAMCA)

Social Media Policy



Table of Contents

1. Introduction and Purpose	3
2. Scope	3
3. Guiding Principles	3
3.1 Responsibility.....	3
3.2 Respect and Dignity	3
3.3 Protection.....	3
4. Roles and Responsibilities	4
4.1 SAMCA National Council Responsibilities	4
4.2 Member Responsibilities	4
5. Acceptable Use	4
6. Prohibited Content	5
7. Privacy and Confidentiality	5
8. Use of Images and Materials	6
9. Reporting and Disciplinary Action.....	6
10. Monitoring and Review	7
11. Legal Compliance	7
12. Glossary of Key Terms:	8
Annexure A: Social Media Consent form for Minors.....	10
Annexure B: Formal Reporting Process	12



1. Introduction and Purpose

- 1.1 Social media is a powerful tool for engagement with members, stakeholders, and the public. This policy aims to guide the appropriate and responsible use of social media to protect the reputation of SAMCA and its members and to ensure alignment with SAMCA's values of respect, dignity, and safety of all athletes.
- 1.2 This policy applies to all SAMCA stakeholders and members, including, but not limited to, athletes, coaches, administrators, officials, volunteers, parents, guardians, provincial or regional associations, provincial or regional councils and SAMCA executive members.

2. Scope

- 2.1 This policy covers all forms of social media, including but not limited to, Facebook, X (formerly Twitter), Instagram, TikTok, WhatsApp, LinkedIn, YouTube, blogs and forums and any other platforms.
- 2.2 It applies to all official SAMCA, Provincial, and Regional social media accounts, as well as personal accounts where the user's affiliation with SAMCA is identifiable.

3. Guiding Principles

3.1 Responsibility

- 3.1.1 All SAMCA members are accountable for their online conduct.
- 3.1.2 Social media activity must be treated as public and permanent, with the understanding that posts may reflect on SAMCA and its community.

3.2 Respect and Dignity

- 3.2.1 Members must maintain respectful, inclusive, and non-discriminatory communication.
- 3.2.2 Content that is abusive, offensive, or harmful is prohibited.

3.3 Protection

- 3.3.1. Members must prioritise the safety and privacy of all individuals, especially minors.
- 3.3.2. Personal information and images may only be shared with appropriate consent and in line with legal and safeguarding requirements.



4. Roles and Responsibilities

4.1 SAMCA National Council Responsibilities

- 4.1.1 The SAMCA National Council is responsible for staying informed about emerging social media trends and technologies to ensure the policy remains relevant and effective.
- 4.1.2 The Council must regularly review and update the social media policy to reflect changes in legislation, best practices, and stakeholder needs.
- 4.1.3 It is the Council's duty to provide appropriate training and guidance to SAMCA members on responsible and compliant social media use.
- 4.1.4 The Council must respond to and investigate any reported incidents of social media misuse involving SAMCA members or platforms.

4.2 Member Responsibilities

- 4.2.1 All SAMCA members are expected to read, understand, and comply with the Social Media Policy in full.
- 4.2.2 Members must seek prior authorisation before posting any content on official SAMCA, Provincial, or Regional social media accounts.
- 4.2.3 When referencing SAMCA on personal accounts, members must include a disclaimer clarifying that the views expressed are their own and not those of the organisation.
- 4.2.4 Any misuse of social media involving SAMCA must be reported promptly to the designated SAMCA official or compliance officer.

5. Acceptable Use

- 5.1 All SAMCA members must ensure that their use of social media is professional, respectful, and aligned with the values of the organisation.
- 5.2 Online behaviour should reflect positively on SAMCA and contribute to a safe and inclusive digital environment.



6. Prohibited Content

- 6.1 The following types of content are prohibited on both official and personal social media accounts where SAMCA affiliation is identifiable. These restrictions apply to posts, comments, images, videos, and shared links:
- 6.1.1 Content that promotes, depicts, or glamorises the use of alcohol, drugs, or tobacco, especially in contexts involving minors or SAMCA events.
 - 6.1.2 Sexual content of any kind, including explicit imagery, suggestive language, or links to pornographic websites or adult material.
 - 6.1.3 Posts or comments that are unsportsmanlike, derogatory, threatening, or intended to bully, harass, intimidate, or demean individuals or groups.
 - 6.1.4 Content that violates SAMCA's policies, code of conduct, or any applicable South African laws, including but not limited to, the Protection of Personal Information Act (POPIA), the Cybercrimes Act, and the Films and Publications Amendment Act.
 - 6.1.5 Hate speech or discriminatory remarks based on race, gender, religion, sexual orientation, disability, or any other protected characteristic.
 - 6.1.6 False or misleading information about SAMCA, its members, events, or operations, including conspiracy theories or unverified claims.
 - 6.1.7 Sharing of confidential or proprietary information without authorisation, including internal communications, disciplinary matters, or personal data.
 - 6.1.8 Use of profanity, vulgar language, or offensive humour that could damage SAMCA's reputation or create a hostile online environment.
 - 6.1.9 Promotion of illegal activities or content that encourages criminal behaviour, including cybercrime, copyright infringement, or unauthorised recordings.

7. Privacy and Confidentiality

- 7.1 All SAMCA members must respect the privacy of fellow members, stakeholders, and affiliated individuals. Personal information should never be disclosed without proper justification and consent.



- 7.2 Confidential or proprietary information related to SAMCA operations, members, or events may not be shared on social media or other public platforms unless authorised by the SAMCA National Council or relevant provincial or regional body.
- 7.3 Members are required to comply with the Protection of Personal Information Act (POPIA) in all aspects of data handling. This includes the lawful collection, secure storage, and responsible processing of personal information, particularly when dealing with minors or sensitive data.

8. Use of Images and Materials

- 8.1 Members must obtain explicit, written permission from a parent or legal guardian before sharing any images or videos of minors on social media or public platforms. This consent must be informed, specific, and freely given (Annexure A).
- 8.2 All public-facing content must adhere to the “picture/no name” guidance. Images may be shared but minors may not be identified by name in captions or tags to reduce the risk of a child’s identity being linked to their image for inappropriate purposes by third parties.
- 8.3 Members must respect copyright and intellectual property rights when sharing content. This includes refraining from posting or distributing materials such as SAMCA logos, event footage, promotional graphics, or official documents without prior authorisation from SAMCA or the original content owner.
- 8.4 SAMCA logos, trademarks, and official event footage are protected intellectual property. These assets may not be used for commercial purposes, including personal business promotion or sponsorship, without prior written consent from SAMCA.
- 8.5 Members are prohibited from using SAMCA-related content to promote personal sponsors or commercial interests. This includes tagging sponsors in event-related posts or using SAMCA imagery in marketing materials not approved by the organisation.

9. Reporting and Disciplinary Action

- 9.1 Any breach of this Social Media Policy may result in disciplinary action in accordance with SAMCA’s official code of conduct. Disciplinary measures may include, but are not limited to, a formal warning, suspension from SAMCA activities, or termination of membership, depending on the severity of the violation.



- 9.2 In cases where a member's conduct on social media constitutes a serious violation, such as criminal behaviour, harassment, or the unlawful sharing of personal information, SAMCA reserves the right to report the matter to law enforcement or other relevant authorities for further investigation and action.
- 9.3 Members are encouraged to report any concerns or violations to the SAMCA Compliance Officer. (Annexure B)

10. Monitoring and Review

- 10.1 SAMCA will actively monitor social media activity across official accounts and, where applicable, personal accounts affiliated with SAMCA to ensure compliance with this policy. Monitoring may include periodic reviews of content, engagement patterns, and reported incidents.
- 10.2 The purpose of monitoring is to uphold the integrity of SAMCA, protect its members, and ensure that all online conduct aligns with the organisation's values and legal obligations.
- 10.3 This Social Media Policy will be reviewed annually by the SAMCA National Council to ensure it remains current with evolving technologies, social media trends, and changes in South African legislation, including but not limited to, POPIA and the Cybercrimes Act.

11. Legal Compliance

- 11.1 All SAMCA members must ensure that their social media activities comply with applicable South African laws. This includes, but is not limited to, the following key legislative frameworks:
 - 11.1.1 Protection of Personal Information Act 4 of 2013 (POPIA)
 - 11.1.2 Films and Publications Amendment Act 11 of 2019
 - 11.1.3 Electronic Communications and Transactions Act 25 of 2002 (ECTA)
 - 11.1.4 Cybercrimes Act 19 of 2020
 - 11.1.5 The Children's Act 38 of 2005
 - 11.1.6 The Regulation of Interception of Communications and Provision of Communication-Related Information Act 70 of 2002 (RICA)



12. Glossary of Key Terms:

- 12.1 Bringing the Sport into Disrepute: Any online conduct or content that could harm the reputation of SAMCA, its members, sponsors, or the sport of majorettes and cheerleading in general.
- 12.2 Commercial Use: The use of SAMCA-related content, including logos, images, or event footage, for the purpose of generating financial gain or promoting a business, product, or sponsor. This includes advertising, endorsements, and monetised content.
- 12.3 Consent: Under the Protection of Personal Information Act (POPIA), consent must be an active, "opt-in" agreement that is freely given and is for a specific, defined purpose regarding the processing of personal information.
- 12.4 Cybercrimes Act of 2020: A South African law that criminalises various online offenses, including malicious communications, incitement of violence, and the unlawful disclosure of intimate images.
- 12.5 Digital Footprint: The permanent and public record of a person's online activity, which is considered a public comment and can have lasting consequences.
- 12.6 Disciplinary Action: Measures taken by SAMCA in response to a breach of this policy. These may include a formal warning, suspension from activities, termination of membership, or referral to legal authorities, depending on the severity of the violation.
- 12.7 Disclaimer: A statement included on personal social media accounts to clarify that the views expressed are those of the individual and not of SAMCA. Example: "The views expressed here are my own and do not reflect the views of SAMCA."
- 12.8 Grievance Officer / Compliance Officer: The designated SAMCA official responsible for receiving, reviewing, and managing reports of policy violations. This officer ensures that complaints are managed confidentially, fairly, and in accordance with SAMCA's disciplinary procedures.
- 12.9 Intellectual Property: The commercial rights, including copyrights and trademarks, which protect the official names, logos, and imagery of SAMCA and its events.
- 12.10 Intimate Image: As defined by the Cybercrimes Act, any image depicting a person nude, or where the bare or covered genital organs, anal region, or female, transgender, or intersex breast area are shown.



- 12.11 Non-Commercial Use: The use of content, such as images or video, for personal purposes without any intention of deriving commercial or financial gain.
- 12.12 Official SAMCA Accounts: Social media accounts explicitly created, owned, and maintained by SAMCA, its provincial or regional associations.
- 12.13 Personal Information: Information relating to an identifiable, living, natural person. This includes names, contact details, a person's views or opinions, and photographs.
- 12.14 Processing: The collection, storage, use, or dissemination of personal information, as defined by POPIA.
- 12.15 Protection of Personal Information Act (POPIA): South Africa's primary data privacy law that protects the personal information of individuals and imposes obligations on entities that collect, process, or use this data.
- 12.16 Public Platform: Any online space accessible to the general public, including but not limited to social media platforms (e.g., Facebook, Instagram, X), websites, blogs, forums, and video-sharing platforms such as YouTube or TikTok.
- 12.17 Safeguarding: The proactive measures taken to protect children and vulnerable persons from abuse, exploitation, and harm. In the context of social media, this includes obtaining consent before sharing images, avoiding direct communication with minors, and ensuring all content is appropriate and respectful.
- 12.18 Social media: A broad term for internet-based platforms and applications that facilitate online social interaction, including Facebook, X, Instagram, TikTok, and other blogs, forums, and messaging apps.
- 12.19 Stakeholder: Any individual or entity affiliated with SAMCA, including athletes, coaches, officials, administrators, volunteers, and parents.
- 12.20 Vulnerable Persons: Individuals who may be more susceptible to abuse or harm, including but not limited to minors, as recognised by safeguarding policies.



Annexure A: Social Media Consent form for Minors

The publication of images, videos, and personal information of minors on any public platform is a serious matter. To ensure compliance with the Protection of Personal Information Act (POPIA) and to protect the privacy of all our members, SAMCA requires explicit, informed, and written consent from a parent or legal guardian before a minor's information or image can be processed.

This form is a mandatory requirement for all individuals under the age of eighteen who are affiliated with SAMCA and whose image or name may be used in any public-facing communication.

SAMCA SOCIAL MEDIA CONSENT FORM FOR MINORS

1. Minor Participant's Information:

Full Name of Minor Participant:

Date of Birth:

Team:

2. Parent/Guardian's Information:

Full Name of Parent/Guardian:

Relationship to Participant:

Contact Number:

Email Address:



3. Declaration of Consent:

I, the undersigned, being the parent or legal guardian of the minor named above, have read and understood the South African Majorette and Cheerleading Association (SAMCA) Social Media Policy. I understand that a photograph is considered personal information under South African law, and I hereby give my express, informed, and "opt-in" consent for the collection and processing of my child's personal information, including their name and images, for the purposes outlined below:

4. Purposes for Processing Personal Information:

- **Publicity and Promotion:** To use my child's name, photographs, or video footage on SAMCA's official social media platforms, website, and promotional materials (e.g., posters, flyers) to celebrate their achievements, promote events, and raise the profile of the sport.
- **Media and Communication:** To share my child's image with official media outlets (e.g., newspapers, television) for editorial and reporting purposes related to SAMCA events.
- **Non-Commercial Use:** To allow for the posting of my child's image on SAMCA-affiliated club or team social media pages for non-commercial purposes, such as celebrating a win or sharing a team photo, in line with the "picture/no name" guidance for minors.

I understand that this consent is given freely and specifically for the purposes listed above. I also acknowledge my responsibility to monitor my child's online activities and to report any concerns in line with the SAMCA Social Media Policy.

5. Acknowledgment of Legal Framework:

I acknowledge that SAMCA is committed to protecting the privacy of my child under the Protection of Personal Information Act (POPIA). I am aware that I have the right to withdraw this consent at any time by providing written notice to SAMCA.

6. Signature and Date:

Signature of Parent/Guardian:

Date:



Annexure B: Formal Reporting Process

- a. Members are encouraged to report any suspected breaches of this policy.
- b. Reports must be submitted in writing to the SAMCA Compliance Officer or relevant official within the member's provincial or regional association.
- c. A valid report should include the name of the individual(s) involved, the platform and link to the content (if available), a factual description of the incident, and the date and time it occurred. All reports will be treated confidentially.
- d. Upon receipt of a report, the Grievance Officer will acknowledge the complaint and conduct an initial review to determine whether it falls within the scope of this policy. If valid, the matter will be referred to the SAMCA Disciplinary Committee for formal investigation.
- e. The accused individual will be given a fair opportunity to respond to the allegations. The Disciplinary Committee will then assess all evidence and determine whether a breach has occurred.
- f. If a violation is confirmed, appropriate sanctions will be imposed. The severity of the sanction will be proportionate to the nature of the breach. All parties involved will be notified of the outcome in writing.
- g. Members have the right to appeal any disciplinary decision. Appeals must be submitted in writing within the specified timeframe and will be reviewed by a designated appeals officer or senior committee.