



CHEERSPORT

I R E L A N D

COMMUNICATIONS POLICY

1. Introduction

Cheer Sport Ireland (CSI) recognises the importance of clear, consistent, and child-safe communication across all levels of the organisation. This policy outlines the standards and expectations for communication between CSI, member clubs, coaches, parents, athletes, volunteers, and the public.

2. Purpose

This policy ensures all communication is safe, professional, accessible, timely, and in line with safeguarding requirements.

3. Scope

This policy applies to all CSI-affiliated clubs, coaches, volunteers, committee members, staff, athletes, parents, contractors, and event personnel.

4. Principles of Effective Communication

- Communication must be child-centred, respectful, and supportive.
- Communication must be transparent and accessible.
- Communication should promote inclusion and equality.
- Safeguarding must be prioritised in all forms of communication.
- Information must be accurate, consistent, and timely.

5. Approved Communication Channels

CSI and its clubs may use the following channels:

5a:Email communication through official club or CSI email accounts.

5b:Club management systems or registered communication tools.

5c:Group messaging apps that follow CSI Online Safety Policy.

5d:Official CSI social media platforms for announcements.

5e:Printed documents and notice boards.

6. Communication with Children

- Direct communication with children must always include at least two vetted adults.
- One-to-one private messaging with children is strictly prohibited.
- Messages must be group-based, professional, and relevant to training or events.
- Communications must use approved platforms only.
- Parents/guardians must be included in all communication loops.

7. Communication with Parents and Guardians

- Parents must receive timely information about training, events, and changes.
- Coaches must communicate respectfully and professionally at all times.
- Parents should be encouraged to raise concerns through official channels.
- Clubs must ensure that communication is accessible to all families, including those with additional needs.

8. Internal CSI Communication

- CSI will communicate key updates, safeguarding information, and operational directives to clubs through official email and website updates.
- All CSI committees must keep accurate minutes of meetings.
- Internal communication must be respectful, transparent, and confidential where required.

9. External Communication & Public Representation

- Only designated spokespersons may make public statements on behalf of CSI.
- All external communication must reflect CSI values and policies.
- Media engagement must follow CSI Media & Accreditation Policies.

10. Confidential and Sensitive Information

- Confidential information must only be shared on a need-to-know basis.
- Safeguarding-related communication must follow reporting procedures.
- Personal data must be handled in compliance with GDPR and CSI Data Protection Policy.

11. Written Communication Standards

- Messages must be clear, concise, and respectful.
- Written communication must avoid slang or informal language when addressing children.
- Documents must use inclusive and non-discriminatory language.

12. Verbal Communication Standards

- Communication with children must always be age-appropriate.
- Coaches must use positive, supportive language.
- Verbal communication must never include shouting, ridicule, or inappropriate comments.

13. Website Communication

- CSI's website will be used for official announcements, safeguarding information, and resources.
- Clubs must ensure their websites comply with data protection and safeguarding standards.
- Athlete images must follow CSI's Photography & Use of Images Policy.

14. Crisis or Emergency Communication

- CSI and clubs must have a communication plan for emergencies.
- Parents must be informed promptly in case of injury, incident, or unexpected cancellations.
- Press statements in crisis situations must only be given by approved spokespersons.

15. Communication at Events

- Announcements must be professional, clear, and safe for all age groups.
- Backstage and warm-up area communication must follow access and accreditation rules.
- Event Welfare Teams must communicate safeguarding procedures clearly to all participants.

16. Record Keeping

- Significant communication with parents or children must be documented.
- Safeguarding-related communication must be recorded and stored securely.
- Clubs must retain communication records according to CSI Record Retention Policy.

17. Non-Compliance

- Failure to adhere to this policy may result in disciplinary action.
- Clubs may face sanctions for repeated or serious breaches of communication protocols.

18. Review

This policy will be reviewed every two years or following organisational or legislative changes.

19. Approval

This Communications Policy was approved by the Board of Cheer Sport Ireland on: 11/07/2026

Signed:

FIONA COLLUMB, President/Chairperson

JOAN HEAPES, National Children's Officer