



Social Media & Communications Policy

S.E.A. Dragons Esports

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1. Purpose and scope

This policy sets out how S.E.A. Dragons communicates publicly and manages its official social media accounts. It applies to anyone creating content, responding to enquiries or speaking on behalf of the Club, including authorised staff, players and volunteers.

Our communications should be accurate, welcoming and professional while retaining the personality and energy of competitive esports. Friendly humour and enthusiasm are encouraged; targeted abuse, discrimination and disrespect towards opponents or officials are not.

2. Who can publish

Patryk Białowąs, as General Manager, may publish on official club accounts and may authorise other individuals to do so. Once authorised, those individuals may create, schedule, publish and respond to routine content without seeking approval for each post, provided they follow this policy and any agreed club guidance.

Authorisation may be limited to particular accounts or responsibilities and may be changed or withdrawn by the General Manager. Account access must not be shared with unauthorised people; passwords and recovery details must be handled securely.

Significant or sensitive announcements – including safeguarding matters, disciplinary cases, contractual disputes, major commercial commitments or statements on behalf of club leadership – must be referred to the General Manager before publication. Safeguarding information must also be handled in line with the Safeguarding & Welfare Policy.

3. Content and brand standards

- Use the name S.E.A. Dragons wherever possible. Where a platform does not allow that exact format, make a reasonable effort to use the closest permitted version, such as S_E_A_ Dragons or SEA Dragons. Use consistent branding and check names, scores, dates, tags and claims before posting.
- Celebrate players, results, partners and the wider Welsh esports community. Keep competitive banter respectful and avoid mocking individuals, opponents or officials.
- Use photographs, clips, graphics, music and other material only where the Club has the necessary permission or rights. Obtain appropriate consent before featuring individuals, particularly under-18s.
- Do not disclose private conversations, personal information, internal strategies, unpublished roster decisions or other information that should reasonably remain confidential.



4. Personal accounts and community engagement

Members may express personal views on their own accounts, but must not imply that those views are official club positions unless authorised. Where a clear connection to S.E.A. Dragons exists, members must continue to meet the standards in the Club Code of Conduct.

Authorised staff may answer routine comments, direct messages and media requests relating to published information. Complaints, threats, safeguarding concerns, allegations of misconduct and sensitive press enquiries should be passed to the appropriate club lead rather than debated publicly.

5. Corrections, concerns and breaches

If a post contains a significant error or raises a concern, the person responsible should correct, remove or escalate it promptly, depending on the circumstances. Do not conceal mistakes or publish speculative responses while facts are unclear.

Suspected breaches should be reported to the General Manager. They will normally be addressed through guidance or a warning, with more serious or repeated misconduct handled under the Club Code of Conduct. Safeguarding concerns must follow the Safeguarding & Welfare Policy and may be reported to safeguarding@sea-dragons.com or privately to heatherg@sea-dragons.com.

6. Responsibility and review

The General Manager oversees this policy and the approval of official account access. Authorised publishers are responsible for applying it in both its wording and its spirit. The policy should be read alongside the Club Code of Conduct, Privacy & Data Protection Policy and Safeguarding & Welfare Policy.