

## **SOUTHERN CANBERRA GYMNASTICS CLUB**

### **Social Media Policy**

The **Southern Canberra Gymnastics Club** (the Club) is committed to providing a safe working environment for all its members but in particular the younger gymnasts in particular for ensuring the emerging influence of the various social media is managed appropriately throughout the Club.

#### **Definition**

Social media is the term used for internet based tools for sharing and discussing information among people. It refers to user-generated information, opinion and other content shared and discussed over open digital networks.

Social media may include (although is not limited to):

- Social networking sites (e.g. Facebook, LinkedIn, Myspace)
- Video and photo sharing websites (e.g. Flickr, Youtube)
- Blogs, including corporate blogs and personal blogs
- Micro-blogging (e.g. Twitter)
- Forums, discussion boards and groups (e.g. Google groups, Whirlpool)
- Wikis (e.g. Wikipedia)
- Vod and podcasting
- Email and instant messaging.

Social media also includes all other emerging electronic/digital communication applications.

#### **Club Philosophy on social media/networking**

Some sites, such as MySpace, are primarily for personal socializing. Some, such as LinkedIn, are purely for business. But others, such as Facebook and Twitter, straddle the fence and are used by many for both purposes.

The Club's philosophy on the use of such sites by staff and/or members is to not restrict the use of them in the gym during working hours other than the blanket ban on the use of all communication devices in the gym when coaches are actively coaching.

The Club encourages the use of common sense and the application of its Code of Conduct when such sites are accessed and used either inside or outside of the gym when any material posted relates or refers to the Club in general or its coaches, gymnasts or officials.

The following is the Club's social media and social networking policy. The absence of, or lack of explicit reference to a specific site does not limit the extent of the application of this policy. Where no policy or guideline exists, coaches/members should use their professional judgment and take the most prudent action possible. Consult with your manager or supervisor if you are uncertain.

The following Club documents relate to this policy and should be read in conjunction with this policy:

- Code of Ethics
- Code of Conduct

- Member Protection Policy
- Privacy Policy

### **Policy Statement**

In general, the use of social media is prohibited when coaching or instructing within the gym. Further, the gym's computers are not to be used by anyone for other than Club work or Club related activities and are not to be used for private social networking by anyone.

In any event, everyone should apply common sense and common standards of behavior before sending or posting anything derogatory in a public forum but in particular when such relates to the Club, its employees, members or officials.

The following are prohibited when using a personal communication device anywhere whether in the Club premises or not when such relates to the Club, its coaches, members or parents:

1. Senior coaches/members communicating with gymnasts (senior or junior) in any way that is either illegal or could be considered improper;
2. Coaches are discouraged from joining gymnasts social media groups;
3. Any form of vilification or 'bad mouthing' of any coach, gymnast or official of this, or any other Club;
4. Any form of bullying;
5. Reproduction of any Club material that may be protected by copyright;
6. Use of the names or images of gymnasts, coaches or staff members on any social media or other such site without the written permission of the person or the Club;
7. Use of the Club name, the Club logo or any photographs or images of the Club without the written permission of the Club Committee; and
8. Any use of words which implies that any coach, gymnast or official of the Club is behaving inappropriately.

Further, the following general policies also relate to the use of such sites:

9. Personal blogs should have clear disclaimers that the views expressed by the author in the blog is the author's alone and do not represent the views of the Club. Be clear and write in first person. Make your writing clear that you are speaking for yourself and not on behalf of the Club.
10. Information published on your blog(s) should comply with the Club's confidentiality and disclosure of proprietary data policies. This also applies to comments posted on other blogs, forums, and social networking sites.
11. Be respectful to the Club, other employees, committee members, gymnasts, and parents.
12. Social media activities should not interfere with work commitments. Note – the Club has a blanket ban on the use of all communication devices in the gym during coaching activities.
13. Your online presence reflects the Club. Be aware that your actions captured via images, posts, or comments can reflect that of our Club.
14. Do not reference or cite Club clients, partners, or customers without their express consent. In all cases, do not publish any information regarding a member.

### **Policy promotion**

This policy will be made available to all SCGC members via the SCGC website at : [www.southerncanberra.gymnastics.org.au](http://www.southerncanberra.gymnastics.org.au) and shall also be communicated to all staff.

### **Non-compliance**

Non-compliance with this policy by any committee or other member will be treated as a serious breach of the club's ethics and standards. Disciplinary action may be taken against any infringement of this policy with those responsible asked to explain to the committee the basis of their actions.

### **Member rights**

The Club has a Complaints Handling Procedure (which is a part of the Member Protection Policy) and will deal with any complaints about breaches of this Policy promptly, seriously, sensitively and at all times confidentially. The Club recognises that natural justice will be applied in the investigation and adjudication of a complaint.

### **Revision record**

Date	Issue	Author	Description of Revision
Sep 14	1.0	Bob Weight	First issue.
Sep 16	1.1	Bob Weight	Formal review no changes
Aug 19	1.2	Bob Weight	Formal review – Minor changes/typos