



## Social Media Policy

<b>Policy Name</b>	Social Media Policy
<b>Approved By</b>	Gym West Management Committee
<b>Policy Coverage</b>	Athletes, Coaches, Staff, Volunteers, Committee Members, Parents/Carers, Visitors
<b>Date of Approval</b>	May 2019
<b>Date of Review</b>	May 2021

## Policy Statement

Gym West (GW) is committed to safe, positive, effective communication in all forms, whether verbal, written or digital.

## Policy Aim

The aim of this policy is to enable members, staff, volunteers and visitors to participate in and benefit from the use of social media.

## Policy Purpose

The purpose of this policy is to provide practical guidance to allow all parties to be protected and benefit from the use of social media while minimising potential risks.

## Policy Detail

Social Media refers to any tool or function that enables people to communicate digitally. Such platforms include, but are not limited to:

- Social networking sites
- Video and photograph sharing websites and applications (apps)
- Blogs
- Live broadcasting and podcasting apps
- Geo-spatial tagging
- Instant messaging
- Online multiplayer gaming platforms, surveys, forums, discussion boards
- Any other online technologies that allow individuals to share information

GW's use of Social Media is to:

- Promote the club and sport in a positive way
- Respect and maintain the privacy of the club and its members
- Facilitate the sharing of ideas and experiences

GW uses two forms of network information sharing:

- a) Open Groups - publicly viewable pages
- b) Closed Groups - information can only be seen by those who are part of that group

All parties directly associated with GW must seek permission to start a group or page, whether they are part of Closed or Open Groups. Tight controls are used by GW regarding editors, moderators, material and tone of content that can be uploaded and/or displayed in order to protect those that this policy applies to, while achieving the desired effect of having the group or page.

Where a Closed Group is set up, a current Committee Member must be included in that group. GW is also responsible for actively monitoring and managing content posted by 3rd parties, and must deal with any spam, complaints, abuse or other inappropriate posts in a sensitive and timely manner.

GW will not use any of its Closed or Open groups or pages to promote unrelated pages or sites.

To be compliant with this policy when using Social Media:

- Keep within the requirements of the Member Protection Policy and Child Safe Policy
- Avoid including personal information about yourself and others
- Do not use offensive, provocative or inappropriate language
- Do not publish material that makes you even slightly uncomfortable
- Never publish material when upset, feeling vulnerable or pressured to do so
- Obtain express permission from an individual to use a direct, clearly identifiable image of that person or use their intellectual property
- Obtain express permission from the Management Committee before being able to use any of GW's intellectual property or imagery
- Refrain from posting any information or photos of a sensitive nature. This includes accidents and incidents
- Never comment, speculate, deny or confirm rumours, say anything you know to be untrue, dishonest or misleading
- Only use social media to add value and promote the club and sport in a positive way
- Do not post or share any content that could be deemed unlawful by State or Commonwealth law, for example breaching copyright law or by being abusive, harassing, threatening, demeaning, defamatory, libellous, insulting, obscene, offensive, provocative or hateful
- Disclose any affiliation or interest you have when discussing a subject
- Keep all communications honest, respectful and positive, acknowledging and correcting mistakes
- Check with a trustworthy adult if unsure if material is appropriate to be published or not
- Remove any content if requested to do so by the person(s) involved

## Policy Breach

Any person of GW who believes this policy is not being supported or enforced correctly is entitled to make an initial complaint to the Management Committee using the Part D – Complaint Handling Procedure of this Policy.