



Social Media Policy

The purpose of this policy is to:

- To ensure that relationships between coaches and athletes remain professional.
- To protect coaches from allegations of inappropriate conduct.
- To ensure that there are clear guidelines for coaches with regard to the use of social media.
- To preserve the reputation and positive image of the club, it's staff, volunteers and members.

Examples of social media are: Facebook, Twitter, Instagram, Google+, MSN Messenger, etc.

Parents are encouraged to monitor their children's use of social media in order to protect and guide them in its appropriate use. If you experience any contravention to this policy please let your coach know as soon as possible, even if you don't think it is a problem.

The following guidelines refer to any posts, photographs, video, status updates and any other item that can be published on social media, which directly or implicitly mentions or directs attention to Portland Gymnastics Club and its members.

Guidelines for appropriate use of social media by Coaches and Officials:

- Employees should not use social media channels to communicate with gymnasts. Coaches and officials should avoid chatting to gymnasts on the instant messenger facility on Facebook or any other instant messaging service. If you receive a message about a training or competition arrangements please reply to the gymnast's parent, not the gymnast.
- Coaches and officials are discouraged from allowing free access to their social media profiles or from adding gymnasts as 'friends' or other similar actions. Coaches and officials could face serious reprimands if it is found that young people in their care have been exposed to inappropriate material via their social media pages, even if it is unintentional.
- Employees should only post images on personal social media channels that identify individuals as PGC staff, coaches or gymnasts in a positive light. Employees must not speak adversely about the Club, Club business matters or activities, its staff, coaches or its gymnasts or parents through social media.
- Employees must not make postings in any way linked to the Club or its members that may be considered discriminatory, offensive or harassing.

- Consistent with privacy laws and other Club policies, employees must not, under any circumstances, reveal through social media channels confidential, proprietary or privileged information related to the Club, its coaches, staff, gymnasts, finances, policies or procedures which is not otherwise publicly available.
- Employees should be aware that any postings on social media may unintentionally enter the public domain and may be viewed or accessed by other coaches, gymnasts, families, other persons and the media. Online material effectively lasts forever and may be replicated endlessly.
- Employees need to be aware that even though nothing in their online presence may indicate that they are a member of Portland Gymnastics Club, the values and standards upheld in that online presence may be linked back to the Club.

Guidelines for appropriate use of social media by Gymnasts and Parents:

- Athletes and parents should avoid posting any remarks, photographs or video that could be disparaging or embarrassing to the club, its staff or volunteers or members on any social media facility.
- Any feedback regarding classes, coaching or other participants should be addressed to the club president at – gymnastics.portland.president@outlook.com.au
- Athletes should not contact or ‘friend’ any coach or staff member via any social media.
- Gymnasts should avoid social chat with club coaches, or officials via any instant messaging service unless the message is directly through the Club’s page or profile.
- PGC will treat any form of cyber-bullying as a criminal offence as per Victoria’s Anti-bullying legislation (also known as Brodie’s Law).
- If members persist in posting inappropriate content on social media, a meeting will be held with the club to resolve the problem. If the problem can’t be resolved, then that member will be re-requested to leave.

- The social media profiles of staff members are an element of their private lives and they request that their privacy is respected by athletes and parents.
- Athletes and parents should refrain from posting pictures of other children on social media without parental consent first.
- Gymnasts or parents should inform the club if at any point they notice a contravention to these guidelines or the guidelines for coaches and officials.

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