

Social Media Policy and Guidelines

We acknowledge that social media makes it easier to share ideas, information and experiences. But it is also important to protect the privacy, confidentiality & interests of all involved with our Gym/Studio.

Why: We have developed Social Media Policy and Guidelines to assist us to establish a culture of openness, trust and integrity in all online activities related to our Gym/Studio.

Remember as a part of our community you are an extension of our brand and the wider reputation of Cheer Sport in Australia.

In circumstances where you are unsure, we suggest you use common sense or seek advice from our staff. **What:** The full Policy and Guidelines are available on our website and/or social media pages. The most common forms of social media are Facebook Instagram, Snap Chat and Twitter but these guidelines refer to all social media platforms.

Who: This Policy and Guidelines apply to our athletes, staff/coaches, parents and anyone else involved with our Gym/Studio when using social media in relation to our Gym/Studio and/or Cheer Sport.

GUIDELINES FOR ATHLETES AND FAMILIES

- Ensure communication doesn't cause damage to our Gym/Studio or the wider Cheer Sport community.
- Use Common Sense
 - If in doubt don't post!
- Honesty
 - Don't share untruthful or inappropriate information about our Gym/Studio or any of our members
 - Only post facts make sure you don't post information that might discredit or belittle others
- Bullying, discrimination and sexual harassment will not be tolerated at our Gym/Studio
- Be smart about protecting your privacy
- Be considerate of others – respect their confidentiality and privacy
- Get permission
 - Before you post photos of others
 - Before you use our Gym/Studio logos or create a social media account related to our Gym/Studio
- Make sure you follow the law
 - Don't post or link to illegal or indecent content and always follow relevant copyright laws
- Deal with your mistakes
 - If you make a mistake or error be upfront and address it!
- Where practical ensure that your views are stated as personal opinions and you are not officially representing our Gym/Studio.

GUIDELINES FOR STAFF/COACHES

- Staff and coaches at our Gym/Studio will avoid having athletes' friend/follow or join a personal social media account/site or online community
- Staff and coaches will not private or instant message athletes from their personal pages
- Staff and coaches may choose to set up a professional Gym/Studio account

RESPONSIBILITIES OF OUR GYM/STUDIO

- All electronic communication between our Gym/Studio and our athletes will be non-personal in nature and only used for communicating necessary information about our Gym/Studio.
- Our Gym/Studio may choose to set up official Team/Gym/Studio communication pages that athletes and parents may join.

BREACHES & REPORTING

- Posting or sharing material not complying with this Policy and Guidelines may be considered a breach and you may be reported.
- If you notice inappropriate or unlawful content online relating to our Gym/Studio, any of our members, or content that may otherwise have been published in breach of this Policy, you should report the circumstances immediately to one of our staff members.
- Our Gym/Studio will investigate any reports thoroughly and resolve in accordance with our Policies and Procedures.
- Where it is considered necessary our Gym/Studio may report a breach of this Policy to police.

Remember Individuals or organisations publishing false or misleading comments about another person or organisation may be liable for defamation.

For more information please refer to our Social Media Policy and Guidelines.