



COMMUNICATIONS & SOCIAL MEDIA POLICY

Version: 2

Updated: April 2020

OUR COMMITMENT

A variety of communication methods are essential for sharing club news and information with our members, particularly the use of electronic communication and social media. Our communication will be timely, appropriate and related to club business.

All **Sterling Calisthenics** coaches and volunteers are responsible for promoting the safety and wellbeing of children and young people by adhering to our **Child Safe Policy** and **Child Safe Code of Conduct**.

WHAT WE WILL DO

We use a range of electronic tools to communicate with our members. Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur, in line with our **Child Safe Policy & Child Safe Code of Conduct**.

A communications officer will be appointed to ensure our website has up to date and relevant information on our website and Club Facebook/Instagram page. Our Club Facebook Page & Instagram Account are used to promote, recognise members and showcase our Club to the general public.

Sterling's primary communication method is via Facebook with a secret group created each year for every section and a Members Only page for all members. For members not on social media, the Section Manager is responsible for providing information to that member where possible. There is also a general notice board in reception.

Quarterly newsletters are provided to members with monthly reminders also posted on our 'Members Only' Facebook page. There is pigeonhole system at the Studio for each family to assist with communication as well.

Policies and Procedures can be found in the Studio or available on request.

Website

- Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.
- A 'Members Only' section is available, which includes Studio Bookings.
- No offensive content or photos will be published.
- If we intend to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide identifying information.
- We will seek feedback from members to improve the information available on the site.



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SMS and email

Committee members, coaches and team managers may use SMS and email to provide information about competition, training, club-sanctioned social events and other club business, however:

- SMS messages should be short and about club/team matters.
- Email communication will be used when more information is required.
- Communication involving children will be directed through their parents.

Social media websites

- We treat all social media postings, blogs, status updates and tweets as public 'comment'.
- Postings (written, photos or videos) will be family-friendly and feature positive club news and events.
- No personal information about our members will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring our club into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.

WHAT WE ASK YOU TO DO

We expect our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the club.

Electronic communication:

- should be restricted to club matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person
- should respect and maintain the privacy of members
- must not bring the club into disrepute.

Coaches and others who work with children and young people must direct electronic communication through the child's parents.

NON-COMPLIANCE

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our member protection policy or code of conduct.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging, social media or website) is a criminal offence that can be reported to the police.



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In addition, members who publish false or misleading comments about another person in the public domain (for example, but not limited to Facebook, Instagram, YouTube or Twitter) may be liable for defamation.

REVIEW OF THIS POLICY

This policy will be reviewed every two years and we undertake to seek views, comments and suggestions from children, parents, carers, staff and volunteers involved in the Club.

| Review Date: | Completed by: |
|---------------|----------------|
| December 2017 | Created. |
| April 2020 | 2020 Committee |
| January 2022 | |