



Essendon Keilor

Gymnastics Academy

194 Roberts Rd, Airport West 3042 | 03 9336 4077 | gymnastics@ekga.com.au

Social Media Policy For Athletes and Parents

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 coach with regard to the use of social media.
- To preserve the reputation and positive image of the club, it's staff, volunteers and members.

Parents are encouraged to monitor their children's use of social media in order to protect them 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.

Examples of social media are: Facebook, Twitter, Instagram, Tinder, Tik Tok, Messenger, etc.

Guidelines for appropriate use of social media:

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 Essendon Keilor Gymnastics Academy and its members.

- 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.
- Athletes and parents should avoid posting any remarks, photographs or video that could be disparaging or embarrassing to another gymnastics club, its members, coaches or officials.
- Athletes should not contact or 'friend' any coach or staff member via any social media.
- Athletes should avoid social chat with club coaches, or officials via any instant messaging or social media service.
- Athletes or parents should inform the club if at any point they notice a contravention to these guidelines or the guidelines for coaches and officials.
- EKGA 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 owners to resolve the problem. If the problem can't be resolved, then that member will be 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.



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EKGA

Social Media Policy

For Staff Members

If an athlete is also a coach, then they are treated as a coach for the purpose of this policy.

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- To ensure that relationships between coaches, gymnasts and parents 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.

If you experience any contravention to this policy please let your supervisor, department leader or centre director know as soon as possible, even if you don't think it is a problem.

Examples of social media are: Facebook, Twitter, Instagram, Tinder, Tik Tok, Messenger, etc.

Guidelines for appropriate use of social media:

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 Essendon Keilor Gymnastics Academy, its staff and its members.

- Staff 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.
- Staff should have their social media profiles set to private, ensuring that all content is hidden from people who have not been 'friended'.
- Staff should avoid posting any remarks, photographs or video that could be disparaging or embarrassing to another gymnastics club, its members, coaches or officials.
- Staff should not contact or 'friend' any athlete or parent via any social media. If a athlete or parents attempts to 'friend' you, ignore the request and explain to them why they cannot 'friend' you.
- Staff should avoid social chat with athletes or parents via any instant messaging or social media service. If an athlete contacts you regarding classes, competitions or any official matters, only directly reply to the parents.
- Staff should inform the club director if at any point they notice a contravention to these guidelines or the guidelines for coaches and officials.
- EKGA will treat any form of cyber-bullying as a criminal offence as per Victoria's Anti-bullying legislation (also known as Brodie's Law).
- Staff 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.
- Staff are not to post photos, videos or status updates involving or about specific EKGA members or athletes unless prior approval has been granted by the club.