



PERTH MAGIC ALL STARS

SOCIAL MEDIA POLICY

REVISION / CHANGES	DATE	AUTHORISED
01.00 DOCUMENT CREATION	8/10/23	N.GUGLIELMINO R.MUNT
02.00 SIMPLIFIED RULES FOR SAFE, RESPECTFUL ONLINE BEHAVIOUR. CLEAR DO/DON'T TABLE FOR PARENTS, ATHLETES, AND STAFF. UPDATED PHOTOGRAPHY & VIDEO GUIDELINES, INCLUDING PARENTAL CONSENT. REINFORCED CONFIDENTIALITY, PRIVACY, AND ENFORCEMENT MEASURES.	24/10/25	N.GUGLIELMINO

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1.0 Definitions

Social Media: Online platforms allowing users to create, share, and interact with content. Includes but is not limited to:

- Facebook, Instagram, TikTok, Twitter, LinkedIn
- YouTube, Pinterest, blogs, forums
- Messaging apps (WhatsApp, Snapchat)
- Online communities and gaming platforms

2.0 Purpose

This policy exists to:

- Protect the privacy and safety of athletes, especially minors.
- Prevent cyberbullying, harassment, and inappropriate content.
- Maintain professionalism for coaches, parents, and athletes online.
- Ensure compliance with applicable privacy and data protection laws.
- Provide guidance on photography, video, and content sharing.

3.0 Social Media Rules

All staff, athletes, parents, and stakeholders must:

- Protect personal information. Do not share addresses, phone numbers, or emails.
- Obtain consent before sharing images/videos of other athletes (guardian consent required for minors).
- Represent personal views only; do not impersonate others.
- Avoid harassment, threats, defamatory, obscene, or offensive language.
- Do not post content infringing Perth Magic Pty Ltd's intellectual property.
- Follow all rules consistently; breaches may result in disciplinary action.

4.0 Photography & Video

- Group or individual photos/videos may be taken by Perth Magic for internal newsletters, training, or media, with no athlete names published without consent.
- Flash photography in classes is **not permitted**.
- Parents/guardians may photograph only their own child and must request coach approval.
- Non-parents (relatives, babysitters, etc.) require parent permission to photograph.

- Images/videos must **not** be shared online or publicly without verbal or written consent.
- Videos taken for training purposes may be shared with parents for practice only via BAND.

Breaches may result in:

- Restricted access to training or facilities.
- Legal action if warranted.

5.0 Confidentiality & Privacy

- Perth Magic may record social media content to enforce this policy.
- Information is treated confidentially unless required for corrective action; or required by law.
- All practices comply with the **Perth Magic Privacy Policy**.

6.0 Enforcement

- Policy applies to all coaches, athletes, parents, and stakeholders.
- Serious or repeated breaches may lead to restricted participation or removal from the club.
- Management decisions regarding consent, photography, or social media issues are final.

7.0 Key Points for Parents & Athletes:

1. Always get permission before sharing content involving other children.
2. Photography/filming in classes is restricted; flash photography is never allowed.
3. Social media behaviour must be respectful and professional.
4. Any violation may result in disciplinary action, restricted participation, or legal action.

 DO 	 DON'T 
Get consent before sharing images/videos of other children	Share photos/videos of other athletes without permission.
Share only your own views online.	Impersonate or misrepresent others, including Perth Magic Pty Ltd
Use respectful and professional language	Use offensive, insulting, threatening, or defamatory language
Photograph/film only your own child	Enter training areas to film or take photos without approval
Contact management if unsure about social media or photography issues	Publish training videos or images online without consent
Remind children not to share personal information or photos of others online	Share personal information or images of other children online without permission