



PERTH MAGIC ALL STARS

SOCIAL MEDIA POLICY

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1.0 DEFINITIONS

Social Media refers to online platforms and websites that enable users to create, share, and interact with content and information in a digital, networked environment. These platforms often facilitate user-generated content, such as text, images, videos, and links, and can encompass a wide range of websites and applications, including but not limited to:

- Social networking sites (e.g., Facebook, Twitter, LinkedIn)
- Video-sharing platforms (e.g., YouTube, TikTok)
- Photo-sharing platforms (e.g., Instagram, Pinterest)
- Microblogging platforms (e.g., Twitter)
- Blogs and forums (e.g., WordPress, Reddit)
- Professional networking sites (e.g., LinkedIn)
- Messaging apps (e.g., WhatsApp, Snapchat)
- Virtual communities and online gaming platforms

Social media platforms serve as a means of communication, information sharing, collaboration, and engagement among users and organizations. It is important to note that the landscape of social media is continually evolving, with new platforms emerging and existing ones evolving to meet changing user needs and preferences. Therefore, the definition of social media may encompass emerging platforms and technologies as they become relevant in a policy context.

2.0 WHY THIS POLICY EXISTS

Protecting Privacy and Safety: A social media policy outlines guidelines for coaches, athletes, parents, and other stakeholders on how to safeguard the privacy and safety of underage athletes. It helps prevent the inadvertent sharing of sensitive information, such as home addresses, contact numbers, or school details, which could put young athletes at risk.

Mitigating Cyberbullying and Harassment: Underage athletes are vulnerable to cyberbullying and online harassment. A social media policy can establish a zero-tolerance approach toward such behaviour, creating a safe and respectful online environment to foster a culture of support and protection.

Maintaining Professionalism: Coaches, parents, and even young athletes themselves represent the team and the organisation online. This social media policy helps maintain professionalism by setting expectations for appropriate conduct, language, and sportsmanship in online interactions. It helps ensure that all online communications reflect positively on the team and its values.

Preventing Inappropriate Content: Social media policies can address the sharing of inappropriate content, including images or comments that may be detrimental to the reputation of the team, the athletes, or the organisation. This policy defines what constitutes acceptable content and provide guidelines for responsible sharing.

Legal Compliance: When it comes to underage children, there are often legal considerations, such as compliance with data protection laws and regulations.

Education and Awareness: A social media policy is an educational tool that can raise awareness among coaches, parents, and young athletes about the potential risks and benefits of social media. It promotes responsible online behaviour and digital literacy.

A social media policy in team sports involving underage children is essential for safeguarding the well-being, privacy, and reputation of young athletes. It serves as a proactive measure to address potential risks and promote responsible online conduct, creating a safer and more positive online environment for everyone involved.

3.0 RULES & REGULATIONS

When using your social media channels, we ask and require that you:

- Protect your personal privacy and that of others by not including personal information about yourself or others in your posts to our social media channel (for example, email addresses, private addresses or phone numbers)
 - Images of other athletes may only be shared with their approval, or their guardian's approval if they are a minor
- Represent your own views and not impersonate or falsely represent any other person
- Do not abuse, harass or threaten others
- Do not make defamatory or libellous comments
- Do not use insulting, provocative or hateful language
- Do not use obscene or offensive language
- Do not post material to your social media channels that infringes the intellectual property rights of Perth Magic Pty Ltd

Parents, athletes and friends must comply with all requirements of this policy.

Our ethics are something we highly value and anyone portraying anything to the contrary will face disciplinary action.

4.0 PHOTOGRAPHY POLICY

Perth Magic Pty Ltd may during events or training, take group or individual photos/videos to be used for in house newsletters or media publication. (At no time will we publish the name of the athlete without consent).

- Flash photography of classes is not permitted. Flashes are a safety concern.
- Photographing your child within classes is regarded as a privilege and not a right.
- Non-parents, i.e. childminders, relatives etc. must obtain permission from the parent of the child prior to photography.
- Permission should be obtained from coaches prior to photographing them.
- Parents may not enter the training area for the purpose of filming or photography, unless expressly invited to do so by the coaches/staff.

- You may not publish any images taken at any facilities run by Perth Magic Pty Ltd in any way and more particularly on the internet for any purpose unless they contain only your child.
- You must not use the photographs for any reason that could be derogatory to the athletes, coaches, or to discredit the Club.
- **Parents of athletes should accept that their child may be videoed or photographed by their coach for the purposes of training only.** The video or photographs obtained are used strictly in accordance with our child protection policy and no publishing or showing of these videos is allowed except with the written express permission of the parent/guardian. These videos may be provided to parents when applicable for practice of routines outside of class.

Serious breaches may result in the person committing the breach being barred from attending training sessions, or from the club facility entirely, and could result in legal action being taken.

CONFIDENTIALITY AND PRIVACY STATEMENT

Perth Magic Pty Ltd may record any information posted to social media channels and may use that information for the purpose of administering its social media acceptable use policy. Perth Magic Pty Ltd administration responsible for implementing this policy will keep confidential, in-line with Perth Magic Pty Ltd Privacy Policy, unless; 1. Necessary as part of the corrective process or 2. Required by law