



**Postal Address:** PO Box 130  
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## ***BENTLEIGH MCKINNON GYMNASTICS CLUB Inc***

### **Social Media Policy - Policy, Purpose and Scope**

**Bentleigh McKinnon Gymnastics (BMGC) recognises the use of social media may create a negative impact on individuals and the club.**

The purpose of this policy is to:

- ensure the relationship between staff and athletes remains professional;
- to protect staff from allegations of inappropriate conduct;
- to provide clear guidelines in regards to use; and
- to preserve the reputation and positive image of the club.

Parents are encouraged to monitor and guide their children's use of social media.

Social media includes, but is not limited to, applications and forums such as Facebook, Twitter, Instagram, Tinder, Messenger, YouTube etc.

This policy applies to all BMGC athletes, parents, paid employees and volunteer employees.

#### **Employees -**

- should avoid posting any remarks, photographs or video that could be disparaging or embarrassing to the club, staff, members, officials or to any other gymnastics club;
- should not contact or 'friend' any athlete under the age of 18 via social media (this does not apply to employees under the age of 18 who are also current BMGC athletes);
- should only make contact with athletes under the age of 18 via the parents;
- should inform the club manager if they notice a contravention to this policy
- should not 'tag' BMGC on their private pages unless permission has been sought from the club;

#### **Athletes –**

- should avoid posting any remarks, photographs or video that could be disparaging or embarrassing to the club, staff, members, officials or to any other gymnastics club;
- should not contact or 'friend' any coach or staff member via social media;
- should inform their parents, coach or club manager if they notice a contravention to this policy.
- should not 'tag' BMGC on their private pages unless permission has been sought from the club;

#### **Parents -**

- should avoid posting any remarks, photographs or video that could be disparaging or embarrassing to the club, staff, members, officials or to any other gymnastics club;
- should not contact BMGC staff via social media for club related enquiries unless in the context of an emergency;
- should inform the club manager if they notice a contravention to this policy.
- should not 'tag' BMGC on their private pages unless permission has been sought from the club;