

SOCIAL MEDIA POLICY

WAVERLEY GYMNASTICS CENTRE



PURPOSE

In alignment with the Gymnastics Australia Social Media Policy, this document outlines Waverley Gymnastics Centre's (WGC) policy in relation to social media use, inclusive of:

- WGC staff, volunteers, gymnasts and relations personal accounts (e.g. private Facebook accounts)
- WGC staff professional accounts (e.g. LinkedIn account where your workplace is listed)

This Policy outlines how WGC staff, volunteers and members must conduct themselves on social media. The Policy protects WGC, WGC staff, volunteers, gymnasts and relations, and the community it serves by creating explicit rules around social media and communication use.

COVERAGE

This policy applies to the following WGC members, whether they are in a paid or unpaid/voluntary position:

- Gymnasts
- Parent/Guardians of Gymnasts
- Technical Members
- Individuals sitting on WGC boards, committees and sub-committees
- Staff and volunteers
- WGC State team officials and athletes
- WGC Support personnel (e.g.: managers, physiotherapists, psychologists, masseurs, sports trainers)
- Coaches/Administration
- WGC Judges and other officials.

SCOPE

WGC recognises social media and other forms of communication is an extension of the workplace and membership and therefore all existing WGC policies and procedures apply to social media activities.

What is social media?

Social media refers to any type of media created using digital tools that allow individuals and organisations to generate content, engage in conversations and share content within an online environment. This content can be in the form of words, images, videos, audio, live streaming and more.

Some of the more popular social media sites (as of January 2019) include, but are not limited to:

Type	Examples
Social networking sites	Facebook, Instagram, Snapchat, LinkedIn
Rich media sharing sites	YouTube, Flickr, Pinterest
Micro-blogging sites	Twitter, Tumblr
Blogs	Corporate blogs, personal blogs hosted on platforms
Discussion forums	Consumer forums or Google groups

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The objectives of the WGC Social Media Policy are:

- To protect WGC gymnasts.
- To protect employees and volunteers.
- To protect the reputation of WGC.
- To ensure WGC meets its legal and governing requirements through application of and adherence to Club policies and guidelines.

This Policy is an extension of existing policies including, but not limited to the WGC Code of Conduct, WGC Child Wellbeing Policy and WGC Member Protection Policy, and not a replacement of these. The policy is applicable when using social media as:

1. An officially designated staff member representing WGC on social media;
2. If you are a WGC gymnast or relation posting content on social media in relation to WGC that might affect WGC's business, products, services, events, sponsors, members or reputation; and
3. If you are tagging (#) peers or minors in WGC uniform or at WGC events.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to WGC or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse of social media in a manner that does not directly refer to WGC may still be regulated by other policies, rules or regulations of WGC.

GUIDELINES

This Policy outlines the standard expected by WGC for its staff, volunteers, gymnasts and relations regarding the personal, professional and official use of social media and online communication platforms, and ensures that individuals who engage in such activity do not:

- Negatively, or potentially negatively, impact WGC's reputation.
- Make comments or share content that would contravene the WGC Code of Conduct.
- Suggest that WGC endorses any of your own personal views and opinions.
- Disclose confidential WGC information without prior authorisation.
- Breach the GA Child Safe policy.
- Breach the privacy of staff, volunteers, gymnasts and relations.

Where postings and publications on social media have the potential to damage the employment relationship, WGC's interests and/ or reputation, or does not align with an individual's duties and position as staff, volunteer or gymnast, the employee, volunteer or gymnast may be subject to disciplinary action.

Use of Social Media

Interaction with and on social media which WGC is concerned can be defined as:

- **Professional** – Providing information that is linked with an individual's employment or work at WGC, or can be linked to WGC or WGC staff or volunteers in any way.
- **Official** – Speaking on behalf of WGC, which includes its sectors, products, services and managed contracts on official social media accounts.
- **Personal** – Communicating information or statements that breach the WGC Code of Conduct and may be damaging to WGC gymnasts, their relations, the Clubs reputation, Gymnastics Victoria, Gymnastics Australia, or the wider gymnastics community.

If an individual can be identified as a WGC staff member or volunteer, or as having an association with WGC on any social media platform, that individual's conduct is deemed *professional, official or personal* and this Policy applies to your activity on that platform.

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Duty of Care

WGC is committed to ensuring our staff, volunteers, gymnasts and relations are all treated fairly and are safe within our programs, services and facilities. This is the same on social media. When using official social media platforms, staff, volunteers, gymnasts and relations must always:

- Endeavour to ensure Parents/Guardians have not opted out of the WGC use of images clause upon sign up.
- Endeavour to always use inclusive language and politically correct terms.
- Ensure the WGC Code of Conduct is being upheld at all times.

WGC Employee Interaction with Gymnasts

Due to the imbalance of power between a coach/employee and gymnasts; WGC prohibits social media interaction of gymnasts (regardless of their age) and coaches/employees.

The same policy is applicable to a gymnast/coach or employee as a child under the age of 18/coach or employee.

Child/Athlete Protection

WGC is committed to ensuring the wellbeing of all WGC gymnasts. To align with the Gymnastics Australia Child Safe Policy and maintain the highest level of care, safety and welfare of individuals in our programs:

- WGC staff/volunteers are not permitted to post any personal photos/videos of WGC gymnasts on any personal website, social media site or application (official Waverley Gymnastics Centre posts are permitted to be shared).
- WGC staff/volunteers must not make private or public social media contact with any child or athlete (including WGC staff, volunteers or gymnasts) on social media sites or applications (e.g. 'befriending', 'commenting', 'tagging').
- WGC employees/volunteers are not permitted to 'follow' athletes on social media platforms.

Exemptions

WGC recognises that within WGC programming, there may be pre-existing personal relationships that have been formed prior to or outside of the parameters/employment with WGC. In such circumstances, exemptions to the social media policy can be made in instances where:

- A parent/guardian of the child under the age of 18 has provided written consent
- An athlete over the age of 18 and WGC employee provide written consent

Exemptions can be requested via childwellbeing@wgc.org.au.

BREACH OF POLICY

Breaches of this policy include but are not limited to:

- Using WGC's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, club and/or its staff, volunteers and gymnasts.
- Personal tagging (#name) of any WGC affiliate while representing WGC.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content relating to WGC staff, volunteers, gymnasts and relations, or the wider gymnastics community that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content which if said in person during training or competition would result in a breach of the code of conduct.
- Posting or sharing any content that is a breach of any State or Commonwealth law.

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- Posting or sharing any material to WGC social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing WGC, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.
- Posting private or confidential information.

Breach of Policy Reporting Process

For any breaches or complaints related to this policy please contact the appropriate WGC employee as outlined in the WGC Questions and Concerns Procedure located at the following link: <https://www.wgc.org.au/policies/>

WGC will follow the complaints procedure as per the Gymnastics Australia Member Protection Policy located at the following link:

[https://www.gymnastics.org.au/images/national/About Us/By laws Policies Tech Regs/Member Protection Policy_0219.pdf](https://www.gymnastics.org.au/images/national/About%20Us/By%20laws%20Policies%20Tech%20Regs/Member%20Protection%20Policy_0219.pdf)

The below outlined process is applicable to WGC staff, volunteers, gymnasts and relations in regard to breach of policy.

Offence	1 st Occasion	2 nd Occasion	3 rd Occasion	4 th Occasion
Unsatisfactory conduct	Formal verbal warning	Written warning	Final written warning	Termination
Misconduct	Final written warning	Termination		
Serious misconduct	Termination			

Unsatisfactory conduct is defined as where the conduct involves a substantial or consistent failure to reach or maintain a reasonable standard of competence and diligence.

Misconduct is defined as a substantial or intentional disregard of the employer's interests.

Serious misconduct is defined as wilful or deliberate behaviour by an employee, participant or participant family member that is inconsistent with the continuation of the contract of employment, WGC Code of Conduct and causes serious and imminent risk to:

- (i) the health or safety of a person; or
- (ii) the reputation, viability or profitability of WGC or the gymnastics community.

If a disciplinary penalty is imposed it will be in line with the procedure outlined above, which may encompass a formal verbal warning, written warning, final written warning, or termination, and full details will be provided.

There may be occasions where the conduct of the individual/s is serious enough to by-pass one (or more) of the above steps and move immediately to a first and final written warning or termination.

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WGC Management retains the right to take in to account the severity of a misconduct and use their discretion accordingly in relation to disciplinary proceedings.

Policy Promotion

This policy is available to all WGC staff, volunteers, gymnasts and relations, and the broader gymnastics community, via the WGC website at <https://www.wgc.org.au/policies/>.

This policy will be communicated to all WGC staff, volunteers and gymnasts by the WGC Child Wellbeing Manager, or in their absence the Club Director (or delegate), at the beginning of each calendar year.

POST EMPLOYMENT RESTRAINTS

WGC reminds all employees that their implied and express contractual obligations, including WGC and GA policies, continue to apply for a post-employment period of 6 months.

APPROVAL AND REVIEW

Approved By:	Stuart Ireland, Vice President, WGC
Review Date:	August 2021
Policy Owner:	Child Protection and Policies Compliance Manager/ Governance Sub-Committee
Contact Details:	compliance@wgc.org.au