



# SOCIAL MEDIA POLICY

First Produced:	September 2017	Current Version:	December 2019
Review Cycle:	Annually	Applies From:	Immediately

## UNDERLYING VALUES

Hutt Valley Gymnastics (HVG) embraces the presence and value of social media in our lives. Social media can be a positive tool for our business if used in appropriate ways. However, the use of social media needs to be carefully balanced with the need to protect as far as is possible the privacy and needs of:

- Our Gymnasts and their Families
- Our Staff
- Our Business

## SCOPE

This policy applies to:

- All Staff
- All Club Committee Members
- Club Members

## DEFINITION

The term Social Media refers to:

All forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos). Examples may be, but are not limited to, Facebook, Twitter, Instagram, YouTube.

## **RESPONSIBILITIES**

### All Staff:

Are responsible for monitoring their own interactions with social media as it affects our gymnasts and families, other staff and HVG business

### The Centre Manager:

In addition to the above is responsible:

- For ensuring all staff are aware of this policy
- To work with staff to understand the policy and arrange any training as required
- For monitoring HVG's media presence
- For ensuring any HVG websites and social media sites are kept up to date and in accordance with this policy
- To investigate any complaints in relation to the policy
- To refer any issues of concern to the Chair of the Committee

### The Committee:

Is responsible:

- For supporting the investigation of any complaints as required
- For reviewing the efficacy of the policy on an annual basis or as required.

### Club Members:

Are responsible for monitoring their own interactions with social media as it affects our gymnasts and families, other staff and HVG business

## **Acceptable use of Social media sites**

- To communicate and share information in accordance with acceptable practice as set out below
- To publicise HVG activities
- To celebrate our success

## **Acceptable practice**

- The Centre Manager or a Coach may set up social media page for a group that they are coaching or around an event their group is taking part in
- All pages associated with HVG on any social media site must be a closed group, except for the official HVG Facebook page and the official HVG website

- The Centre Manager and Head Coach of that code must approve when pages are being set up and must be added members to that page
- Content posted on pages must be of a positive nature and reflective of the culture of HVG. These will be limited to providing instructions, key dates, coaching tips or information regarding competitions. Any other content must comply with the Social Media Policy.
- Photos and videos may only be posted with the written permission from parents/caregivers and the Centre Manager. Written permission must be on HVG's consent form, which will be sought at the beginning of each year and given to coaches.
- Whilst HVG acknowledges that we cannot control the content of members personal social media pages, we would request people are mindful that not all members wish personal content to be posted.
- Contributions made online should be in a manner which enhances the HVG reputation.
- The Centre Manager has authority to moderate content on any HVG social media site and delete any posts that, in her opinion, pose a reputational risk to the organisation.

### **Unacceptable practice**

- Any work-related material that could identify an individual who is a club member or colleague, which could adversely affect Hutt Valley Gymnastics, a club member or HVG's relationship with any member must not be placed on any social networking site, including sites that are personal or related to other organisations. (All staff need to remember they are identifiable and any employee of any organisation has this responsibility).
- Posting Material without permission from the Centre Manager, Head or approved Coach
- Using social media (whether on HVG's devices or their own personal device) during work time. This is strictly prohibited unless approved by the Centre Manager

This means that, unless otherwise authorised, work related matters must not be placed on any such site at any time either during or outside of working hours and this includes access via any mobile computer equipment, including mobile phone or other devices.

Any breach of this policy will be considered serious and may result in disciplinary action.

### **Related Policies**

Disclosure of Information/Privacy Policy