

Social Media Policy



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

This policy applies to, all Staff, all Club Committee Members, and 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 Club Management

In addition to the above the Club Administration Manager and Programme Manager are 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.
- Advertise our Sponsors once a month on Facebook Page.

Acceptable Practice

- The Administration/Programme 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 Administration/Programme 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.
- Photos and videos may only be posted with written permission from parents/caregivers and the Administration/Programme 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 member's personal social media pages, we would request people are mindful that not all members wish personal content to be posted. If you would like to share or post publicly you must ensure that the athlete's name is not in content. If posting a gymnast in just a leotard parental consent is required prior to publishing. Prioritise group photos before individual athletes.
- Contributions made online should be in a manner which enhances the HVG reputation.
- The Administration/Programme Manager has authority to moderate content on any HVG social media site and delete any posts that, in their 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 Administration/Programme 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 Administration/Programme Manager.
- The Club is happy for any HVG posts to be shared on personal pages but must be within these Social Media Policy guidelines – If it is posted on the private group, please ensure that the gymnast that you would like to share can be viewed publicly.
- Any breach of this policy by our coaches or staff will be considered serious and may result in disciplinary action.

Related Policies

- Disclosure of Information/Privacy Policy

This policy was first produced and adopted by the Committee on 5 December 2019. The current revision was adopted by the Committee on 22 April 2021 – Motion: The Committee adopt the 2021 Social Media policy as circulated.

This policy is scheduled to review in April 2022.