

Turn and Gymnastic Circle



Social Media Policy March 2024

1. Purpose:

The purpose of this social media policy is to provide guidelines and expectations for the responsible and professional use of social media platforms by staff, coaches, and members of our gymnastics club.

2. Personal Responsibility:

- a. All individuals associated with the club, including staff, coaches, and members, are personally responsible for the content they post on social media platforms.
- b. Individuals should remember that their actions on social media can reflect upon the club and its reputation. Therefore, they should exercise good judgment and professionalism in their online activities.

3. Confidentiality and Privacy:

- a. Do not share any sensitive or confidential information about the club, its members, or employees on social media platforms without proper authorization.
- b. Respect the privacy of others. Do not post personal information, such as addresses, phone numbers, or medical information, without explicit consent.

4. Respectful and Inclusive Behavior:

- a. Treat others with respect and courtesy when engaging in online discussions or posting content.
- b. Avoid engaging in discriminatory, offensive, or harassing behavior. Any form of bullying, discrimination, or hate speech will not be tolerated.

5. Protection of Club's Reputation:

- a. Avoid making any false or misleading statements about the club, its programs, or its members.
- b. Refrain from posting content that could damage the reputation of the club or its stakeholders.

6. Intellectual Property and Copyright:

- a. Respect copyright laws and intellectual property rights when sharing content on social media platforms. Give proper credit to the original creators.
- b. Do not use the club's logos, trademarks, or copyrighted materials without authorization.

7. Endorsements and Sponsorships:

- a. Clearly disclose any endorsement or sponsorship relationships when promoting products or services on social media platforms.
- b. Obtain permission from the club's management before endorsing or promoting any products or services on behalf of the club.

8. Club's Social Media Channels:

- a. Staff, coaches and members should adhere to the specific guidelines and rules set by the club for the use of official social media channels.
- b. Use appropriate language and content when representing the club on official social media platforms.

9. Professional Boundaries:

- a. Coaches should avoid friending, liking or interacting with athletes on social media to maintain professional boundaries and adhere to safeguarding guidelines. This includes refraining from chatting with athletes via instant messaging or text and not responding to messages or requests from gymnasts on social media.

10. Consequences of Policy Violation:

Violation of this social media policy may result in disciplinary action, up to and including termination of employment or club membership.