



SOCIAL MEDIA POLICY

Policy overview and purpose

Social media is changing the way we communicate.

This policy has been developed to inform our club community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Cleveland Air Magic.

This policy contains guidelines for the Cleveland Air Magic club members to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

Underlying principles

This policy complements Cleveland Air Magic's core values:

Foster, encourage, promote, support and manage the sport of rope skipping;

Abide by the rules regulating the conduct of the sport of rope skipping;

Foster a healthy sporting environment and encourage sportsmanship, good fellowship and a sense of community spirit and social interaction amongst members and visitors;

Ensure that all members receive equal treatment;

Establish and maintain facilities and amenities for the benefit, social comfort and advancement of rope skipping, the association, its members and visitors;

Affiliate with Skipping Queensland, Skipping Australia and such other bodies as the association deems fit;

Ensure environmental considerations and the public interest are taken into account in all rope skipping and related activities conducted by the association;

The Cleveland Air Magic Committee is responsible for all matters related to this policy.

Coverage

This policy applies to all persons who are involved with the activities of Rope Skipping within Cleveland Air Magic, whether they are in a paid or unpaid/voluntary capacity and including:

- members, including life members of Cleveland Air Magic
- persons appointed or elected to Cleveland Air Magic committees and sub-committees;
- employees Cleveland Air Magic
- members of the Cleveland Air Magic Executive;
- support personnel, including sport trainers and others;
- coaches and assistant coaches;
- athletes;
- referees, judges and other officials;
and any club member spectators and family members.

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, Zoom etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, Zoom etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing Cleveland Air Magic.
2. if you are posting content on social media in relation to Cleveland Air Magic that might affect Cleveland Air Magic services, events, sponsors, members or reputation.

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 Cleveland Air Magic or its sport, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to Cleveland Air Magic may still be regulated by other policies, rules or regulations of Cleveland Air Magic.

Using social media in an official capacity

You must be authorised by the Cleveland Air Magic Social Media Coordinator before engaging in social media as a representative of Cleveland Air Magic.

To become authorised to represent Cleveland Air Magic in an official capacity, you must be aware of the government regulations regarding social media safety i.e. <https://esafety.gov.au/esafety-information/games-apps-and-social-networking>.

As a part of Cleveland Air Magic, community you are an extension of the Cleveland Air Magic brand.

As such, the boundaries between when you are representing yourself and when you are representing Cleveland Air Magic can often be blurred. This becomes even more of an issue as you increase your profile or position within Cleveland Air Magic. Therefore, it is important that you represent both yourself and Cleveland Air Magic appropriately online at all times.

Guidelines

You must adhere to the following guidelines when using social media related to Cleveland Air Magic or its sport of rope skipping, products, competitions, teams, participants, services, events, sponsors, members or reputation.

Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Cleveland Air Magic.

Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything Cleveland Air Magic recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you are affiliated with (e.g. member of Cleveland Air Magic) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

Reasonable use

If you volunteer or work for Cleveland Air Magic, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of Cleveland Air Magic's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of Cleveland Air Magic.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by Cleveland Air Magic, it is perfectly acceptable to talk about Cleveland Air Magic and have a dialogue with the community, but it is not okay to publish confidential information of Cleveland Air Magic Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our club e.g. team, coaching practices, financial information and trade secrets>>.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and Cleveland Air Magic's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

Discrimination, sexual harassment and bullying

The public in general, and Cleveland Air Magic employees and members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

Avoiding controversial issues

Within the scope of your authorisation by Cleveland Air Magic, if you see misrepresentations made about Cleveland Air Magic in the media, you may point that out to the Social Media Coordinator or President. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Dealing with mistakes

If Cleveland Air Magic makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses Cleveland Air Magic of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership at risk.

You should always follow the terms and conditions in which you participate.

Branding and intellectual property of Cleveland Air Magic. You must not use any of Cleveland Air Magic intellectual property or imagery on your personal social media without prior approval from Cleveland Air Magic.

Cleveland Air Magic s intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on Cleveland Air Magic official social media sites or website.

You must not create either an official or unofficial Cleveland Air Magic presence using the organisation's trademarks or name without prior approval from Cleveland Air Magic.

You must not imply that you are authorised to speak on behalf of Cleveland Air Magic unless you have been given official authorisation to do so by Cleveland Air Magic.

Where permission has been granted to create or administer an official social media presence for Cleveland Air Magic, you must adhere to the Cleveland Air Magic Terms & Conditions.

Cleveland Air Magic – Terms and Conditions 2020	
Enrolment	<p>Skippers are required to re-enrol at the beginning of each year and complete a new Athlete Registration Form annually prior to commencing skipping.</p> <p>No completed registration forms = No skipping</p> <p>Skippers are required to confirm their continuance at the end of each term by advising the Secretary. Skipping is a team sport so it is assumed that competitive skippers are committing to a full year of membership. Casual classes are not offered.</p>
Payment of Fees	<p>Classes are booked on a term basis and fees must be paid regardless of attendance. We do not offer casual lessons. All skippers must adhere to the fee policy and understand non-payment of fees by the designated due date may result in a skipper not being authorised to take part in training, performances, shows, events, competitions or other club activities.</p>
Payment Plans	<p>For families that are facing financial difficulty we offer a payment plan option. Applications for this must be directed to the Treasurer or President.</p>
Fair Play Vouchers	<p>CAM is registered as a participating club. If you hold a valid Fair Play voucher, this voucher can offset term fees. https://www.qld.gov.au/recreation/sports/funding/fairplay/apply.</p>
Pick up/Drop off	<p>Children remain your responsibility at all times. Cleveland Air Magic will not be responsible for supervising children outside of their class times.</p> <p>All Skippers must adhere to the Dropping off and collecting of children policy.</p>
Emergency Medical Assistance	<p>By joining Cleveland Air Magic, you authorise Cleveland Air Magic to obtain for your child any necessary emergency medical attention at your expense. By signing this document, you give Cleveland Air Magic permission to call an ambulance if coaches/committee deems it necessary and accept you will be notified in due course.</p>
Medical History	<p>It is a skipper/family responsibility to ensure Cleveland Air Magic is informed of any pre-existing medical conditions and that all appropriate paperwork/medication is provided prior to commencing skipping.</p>
Injury/Illness	<p>If a skipper misses more than 1 week of training, due to illness or injury, the skipper must produce a medical certificate from a certified medical practitioner which states that the skipper is recovered and can continue classes.</p>
Training Uniform	<p>Skippers are to wear suitable sports clothes to training. Ideally leggings/shorts and a t-shirt for girls and shorts and a t-shirt for boys. Long hair should be tied back and jewellery should be removed. Skippers must always bring a water bottle and wear correct running shoes. Skippers should have the required ropes and are responsible for their own belongings at all times.</p>
Competition Uniform	<p>No skipper will represent CAM without the full, correct, CAM approved uniform.</p>
Training Sessions	<p>All Cleveland Air Magic training sessions are closed sessions. We respectfully ask that parents leave the shed and allow skippers to focus on their skipping</p>
Siblings	<p>Siblings not attending a class must be supervised at all times by a parent/carer and are not permitted into the CAM Shed if not booked into a class.</p>
Mobile phones	<p>Skippers are NOT permitted to use mobile phones during training sessions. All phones are to be left in skipper's bags or dropped into the Phone box at the beginning of training</p>
Access to facilities	<p>Skippers and families are NOT permitted to access the CAM shed facilities before or after class for additional "training". These facilities are only permitted for use during classes under the direction of a CAM coaching staff member or by preapproval from committee.</p>
Toilet Access	<p>Children are to be supervised at all times, by a CAM coaching staff member, when using the CAM toilet facilities. It is preferable that all skippers have been to the bathroom prior to arriving to their training sessions to avoid this interruption to classes.</p>
Lost Property	<p>Cleveland Air Magic takes no responsibility for lost property. Families are advised not to bring any valuables to the CAM shed or other CAM activities. Please ensure all ropes/belongs are clearly named. Lost items will be placed in our lost property basket. Items are taken to good will at the end of each term.</p> <p>Any ropes left behind at the end of a training session will be placed in lost property, regardless of being named or not.</p>
Photography and Video	<p>Photos and filming of classes is not permitted without CAM approval. Cleveland Air Magic may use photography and video to record various events and classes, these may be used for external advertising or for internal coaching development among other activities. All skippers and families must adhere to the Social Media policy. For privacy reasons, please discuss photography with CAM committee before taking photos/videos, parents/skippers are NOT to upload and CAM freestyle routines without coach/committee permission.</p>
Performances	<p>Skippers agree that any payment received from performances, shows, events or other activities arranged through CAM or arising from any skipping affiliation associated with CAM will be allocated based on committee discretion and must adhere to the fundraising policy. All requests for coaching, advising, performances, shows or events will require approval from the committee of Cleveland Air Magic.</p>
Volunteer	<p>As a small club, it is an expectation that all skipper parents will take an active role in volunteering for the benefit of the club. Every skipper is expected to provide 1 volunteer to assist in varying roles at all competitions plus additional requests for volunteers will be required for fundraising/performance events throughout the year</p>
Redlands Sporting Club	<p>Cleveland Air Magic has an affiliation with Redlands Sporting Club, all skipping families are automatically signed as members to Redlands Sporting Club.</p>
Child Protection	<p>Cleveland Air Magic is committed to Safeguarding children and young people and has a range of policies and procedures to keep children and young people safe. It is Cleveland Air Magic's obligation to report child safety concerns</p>

Policy breaches

Breaches of this policy include but are not limited to:

- Using Cleveland Air Magic's name and logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content in breach of Cleveland Air Magic's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing Cleveland Air Magic's 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.

Reporting a breach

If you notice inappropriate or unlawful content online relating to Cleveland Air Magic or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

To either Cleveland Air Magic's Social Media Coordinator or President.

Investigation

Alleged breaches of this social media policy may be investigated by Cleveland Air Magic's Executive Committee and where it is considered necessary, Cleveland Air Magic may report a breach of this social media policy to police.

Disciplinary process, consequences and appeals

Depending on the circumstances breaches of this policy may be dealt with in accordance with the outcome of a special Executive Committee Meeting.

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court
- Gaming laws