



Cleveland Air Magic Policy Social Media

Social Media Policy

At Cleveland Air Magic (CAM), we recognize the importance of social media as a platform for communication, engagement, and promotion. This policy aims to provide clear guidelines for the responsible and professional use of social media by all members of our club, athletes, coaches, staff, and volunteers. By adhering to these guidelines, we can enhance our club's reputation, foster a positive online presence, and ensure respectful and appropriate interactions with our community.

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 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:

- CAM members, including life members of Cleveland Air Magic
- Persons appointed or elected to Cleveland Air Magic committee and sub-committees
- Employees of Cleveland Air Magic
- All coaches
- Athletes of all ages
- Judges and other officials
- Support personnel, including sport trainers and others
- Club member spectators and family members

This policy is applicable when using social media as:

1. a Cleveland Air Magic designated official representing the club
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.

Reference	CAM-MP-SM-1	Version	0.1
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Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet using social media platforms, It covers both personal and professional use of social media when representing the club or discussing matters related to the club. Including but not limited to :

- Facebook, X, Instagram, TikTok, LinkedIn, Snapchat, and any other online forums or blogs.
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, 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, 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.

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.

Representing the Club

- You must be authorised by the Cleveland Air Magic Committee or 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

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https://www.esafety.gov.au/?gad_source=1&gclid=Cj0KCQiA4rK8BhD7ARIsAFe5LXIh1rHkBmjZWwxTr4uaTc5Zv6dxCoUCadUFkti3YnWL9IFSWf6ufekaAj6tEALw_wcB

- When posting on social media, always be mindful that you are representing Cleveland Air Magic and ensure that your content reflects the values, mission, and standards of the club.
- Be aware that use official club logos, colors, and hashtags when promoting club events, achievements, and activities must be done with the correct permissions.
- Refrain from making statements or sharing content that could harm the reputation of the club, its members, or partners.

Respect and Professionalism

- Treat all individuals with respect and courtesy, both online and offline. Avoid engaging in or endorsing any form of harassment, discrimination, or bullying.
- The public in general, and Cleveland Air Magic employees and members, reflect a diverse set of customs, values and points of view. Do not post or share any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.
- Use appropriate language and maintain a professional tone in all communications.
- Be aware when wearing CAM uniform that any images of athletes, coaches, parents, spectators in a CAM uniform directly reflect on CAM's reputation.

Privacy and Confidentiality

- Respect the privacy of others. Do not share personal information, photos, or videos of fellow club members without their explicit consent.
- Avoid discussing or disclosing confidential or sensitive information about the club, its members, or partners.
- When using social media, you must maintain the privacy of Cleveland Air Magic's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Cleveland Air Magic.
- Be aware of privacy settings on social media platforms and adjust them to control who can view your content.

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Accuracy and Accountability

- Ensure that the information you share is accurate, truthful, and up-to-date. Verify facts before posting or sharing content.
- Take responsibility for your actions on social media. If you make a mistake, acknowledge it, correct it, and learn from it.
- Be transparent about your affiliations with CAM when discussing matters related to the club.

Promotion and Engagement

- Use social media to positively promote Cleveland Air Magic and its activities. Share news, updates, and achievements to engage with our community and supporters.
- Encourage respectful and constructive dialogue. Respond to inquiries and comments in a timely and courteous manner.
- Highlight the accomplishments and contributions of club members, recognising their efforts and fostering a sense of community.

Monitoring and Enforcement

- CAM reserves the right to monitor social media activity related to the club. This includes content posted by members on their personal accounts when it pertains to the club.
- Any violations of this policy may result in disciplinary action, including but not limited to warnings, suspension, or termination of membership.
- Members are encouraged to report any concerns or violations of this policy to the designated social media coordinator or club president
- 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.

Use common sense

Whenever you are unsure if 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

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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.

Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading.

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.

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.

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.

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.

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.

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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.

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.

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.
- Routines and Performances

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.

Breaches of this policy include but are not limited to:

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- 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 that is 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, President or committee member.

Non-Compliance and Disciplinary Actions

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

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

- Defamation
- Intellectual property laws, including copyright and trademark 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

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- Contempt of Court
- Gaming laws

Any violations of this Social Media Policy will be subject to disciplinary action, which may include warnings, suspension, or expulsion from the club.

The severity of the disciplinary action will be determined by the club's management committee based on the nature of the violation.

The club reserves the right to take further measures if non-compliance continues.

Feedback and Concerns

Cleveland Air Magic values feedback from parents and guardians. Any concerns or suggestions regarding the Social Media policy should be directed to president@clevelandairmagic.org.

Review and Amendments

This Social Media Policy will be reviewed annually by the club's Committee to ensure it remains fair, transparent, and effective. Any amendments to the policy will be communicated to members in writing and will take effect from the date specified.

Acknowledgment

By becoming a member or participating in activities with Cleveland Air Magic, individuals acknowledge and agree to adhere to this Social Media Policy.

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