



Social Media Policy

At Cleveland Air Magic (CAM), social media is a valuable tool for communication, engagement, and promotion. This policy outlines clear guidelines for responsible, professional use of social media by all club members, including athletes, coaches, volunteers, supporters and committee members, whether paid or unpaid.

This policy applies when using social media as an official CAM representative or when posting about CAM athletes, activities, achievements, services, events, sponsors, or reputation.

Definition

"Social media" covers all online platforms used for sharing content, including but not limited to Facebook, Instagram, Snapchat, TikTok, YouTube, blogs, forums, messaging apps, and gaming networks.

Protection of Members Under 16 years

Cleveland Air Magic follow Australian laws protecting minors' privacy and as such:

- Do not post personal details, photos, or videos of those under 16 without written consent from a parent/guardian.
- Avoid direct messaging with minors unless a parent/guardian is included.
- Report harmful or inappropriate content involving minors immediately.

Guidelines

Representing CAM

- Only authorised individuals may represent CAM online.
- Obtain permission to use CAM official logos, colours, or hashtags.
- Ensure all posts align with CAM values and standards.
- Do not post content harmful to the club’s reputation.

Respectful Communication

- Treat everyone respectfully; do not engage in harassment, discrimination, or bullying.
- Use appropriate language and a professional tone.
- Recognise that conduct in CAM uniform reflects on the club.

Reference	CAM-MP-SM-1	Version	2.0
Created by	President – K Huston	Approved By	Committee
Approval Date	20 th January 2025	Reviewed and updated	28/01/2026



Social Media Policy

Guidelines (Cont.)

Privacy & Confidentiality

- Do not share private information or images without consent.
- Protect all confidential club information.

Accuracy & Accountability

- Post only accurate, truthful content.
- If errors occur, correct them promptly and report to Club President.
- Disclose any affiliations with CAM when relevant.

Promotion & Engagement

- Use social media to positively promote CAM and its members.
- All photographs or videos taken at CAM training, events, or competitions should include a tag for Cleveland Air Magic to enhance the club’s positive promotion. Please ensure that all posts comply with all policies established by Cleveland Air Magic.
- Foster constructive dialogue and timely responses.

Monitoring & Enforcement

- CAM may monitor related social media activity.
- Policy violations may lead to warnings, suspension, or expulsion.

General Rules

- When unsure about content, seek advice before posting.
- Always act honestly and transparently—use your real name and disclose relevant interests.
- Personal social media use must not affect CAM commitments.
- Do not post CAM routines without written approval from Head Coaches, particularly in qualifying year or overseas competition years to avoid intellectual property breaches.
- Any athlete under 16 years should not be posting/tagging Cleveland Air Magic in line with legislation.

Permissions & Copyright

- Get express consent before posting identifiable images or sensitive information.
- Comply with copyright and intellectual property laws.

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Avoid Controversy

- Refer disputes or misrepresentations to the Social Media Coordinator or President.
- Do not use CAM’s intellectual property without approval. 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 and websites, routines and performances.
- Refrain from posting, sharing or engaging in any content that includes, insulting, obscene, offensive, provocative or hateful language.
- Refrain from posting or sharing any content that is of a discriminatory, racial or of a sexual nature.
- Refrain from posting or sharing any content that is in breach of any State or Commonwealth law.

Non-Compliance and Breaches

- Report breaches of this policy to the Social Media Coordinator, President, or Committee.
- Serious breaches may be reported to police.
- Other legal obligations include defamation, privacy, anti-discrimination, employment, advertising, and intellectual property laws.
- Failure to adhere to the Social Media Policy may result in warnings, meetings with club officials, or other appropriate actions.
- 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.

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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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