



SOCIAL MEDIA POLICY

Revesby Workers' Little Athletics Centre (RWLAC) uses social media as an important communication and engagement tool to keep members informed, celebrate athlete and Centre achievements, and promote Little Athletics activities and events. This policy outlines the standards and expectations for the use of RWLAC social media platforms and applies to all members, athletes, parents, guardians, volunteers, coaches, officials and supporters who interact with RWLAC online. The policy aims to foster a positive, respectful and inclusive online environment, protect the privacy and wellbeing of our athletes and members, and ensure that all social media activity reflects the values and best interests of RWLAC and the wider Little Athletics community.

Use of Social Media

RWLAC utilises social media to communicate coaching updates, competition closing dates, ground closures and other important Centre information. We also use social media to celebrate Centre events and initiatives, and athlete achievements, including Centre records and competition results.

To ensure our social media reflects athletes representing RWLAC, posts relating to competition results and achievements will be limited to competitions where athletes are officially representing RWLAC.

When engaging with RWLAC social media, members must not post any material that is offensive, discriminatory, intimidating, sexually explicit, constitutes bullying, or is otherwise inappropriate.

RWLAC social media administrators reserve the right to remove any content they reasonably consider to be inconsistent with this policy or not in the best interests of the Centre.

Acceptable Use

When using our social media channels, please ensure that you:

- Protect your personal privacy and that of others by not including personal information about yourself or others in your posts to our social media channels (eg. email addresses, private addresses or phone numbers);
- Represent your own views and not impersonate or falsely represent any other person or organisation;
- Keep your posts relevant to Little Athletics;
- Are not abusive and do not harass or threaten others;
- Do not make defamatory or libellous comments;
- Do not use insulting, provocative or hateful language;
- Do not use obscene or offensive language;
- Do not post material that infringes the intellectual property rights of others;
- Do not post multiple versions of the same view or make excessive postings on a particular issue;
- Do not promote commercial interests in your posts;

- Do not include harmful or offensive internet addresses or links to websites or any email addresses in your posts.

Participants may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate, misrepresent or humiliate another participant on any RWLAC social media platform.

Participants who publish false or misleading comments about another person on a social media platform may be liable for defamation.

The standards outlined in this policy apply equally to comments, direct messages and other interactions conducted through RWLAC social media platforms.

Breaches of this policy may be managed in accordance with the RWLAC Code of Conduct, Member Protection Policy and any applicable Little Athletics NSW or NSW Athletics policies.

Photographs

RWLAC takes photographs of athletes during its Friday night competitions and at other athletics events and functions, such as Zone, Region and State Championships.

Where parent/guardian consent has been given at the time of season registration, photographs of athletes may be used by RWLAC, Little Athletics NSW and NSW Athletics in the following ways:

- Social media (eg. celebrating athlete achievements)
- Newsletters
- Websites
- Promotional or publication materials (eg. registration posters, annual report)

Consent provided during registration will remain effective for the relevant athletics season unless withdrawn in writing by a parent or guardian.

Where parent/guardian consent has not been given for photographs of athletes to be used, athlete photographs will not be shared in a way that may identify their facial features, or their name. Where photographs of whole age groups are used, the faces of these athletes will be obscured.

When using athlete photos on social media, RWLAC will:

- Avoid naming athletes using both a first name and surname.
- Not display athletes' personal information such as residential address, email address, telephone number, or school.
- Only use appropriate images of the athlete, relevant to the sport or activity, and ensure that the athlete is suitably clothed. To safeguard athletes, images of athletes participating in events or activities that involve minimal clothing or in unusual body positions/poses that could potentially be misused will not be published.
- Not use images that may place athletes at risk of embarrassment, exploitation or inappropriate use.
- Not use images of children or athletes not associated with RWLAC, unless parent/guardian consent has been obtained.

* References to photographs in this policy include video footage and other digital imagery.

For further information on this policy, please contact:

Revesby Workers' Little Athletics Centre

Email: info@revesbylac.org.au

Website: <https://www.revesbylac.org.au>