



Eltham Calisthenic College

Social Media Policy

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Policy Overview and Purpose

Social media has transformed how we connect and communicate. This policy aims to provide clear guidance for responsible and respectful participation in social media activities related to Eltham Calisthenic College (ECC). It is designed to help protect the reputation and wellbeing of ECC, its members, and the broader community.

This policy supports a culture of openness, trust, and integrity while helping minimise potential risks associated with online engagement.

Where specific guidance is not provided, members should apply sound judgment and seek advice from the Committee or relevant authorised representatives.

Coverage

This policy applies to anyone involved in the activities of ECC, including:

- Members (including life members)
- Committee and sub-committee members
- ECC Executive members
- Employees
- Coaches, assistant coaches, and class helpers
- Volunteers (e.g. support personnel, group reps, costume coordinators)
- Students and participants
- Parents and guardians involved in club activities

Scope

This policy applies to all forms of social media use, including but not limited to:

- Social networking platforms (e.g. Facebook, Instagram, Twitter, LinkedIn)
- Blogs, vlogs, forums, and discussion boards
- Messaging apps (e.g. WhatsApp, Messenger, Snapchat)
- Multimedia sharing (e.g. YouTube, Vimeo, TikTok)
- Review sites, podcasts, and other public commentary platforms

It applies when:

- Using social media as an authorised representative of ECC; or
- Posting content that may affect ECC's reputation, operations, members, activities, services, or partnerships.

Note: Personal use of social media that makes no reference to ECC is not governed by this policy. However, behaviour outside of official ECC activities may still be subject to other club policies if it breaches codes of conduct or brings the club into disrepute.

Using Social Media in an Official Capacity

No one may post or represent ECC on social media without prior approval from the authorised representative (e.g. [Name or Role, such as "President" or "Communications Officer"]).

If you are an ECC member or volunteer, you represent the club's brand—your actions online reflect on ECC. The higher your visibility in the club, the more likely your online activity will be associated with ECC.

Guidelines for All Social Media Use

a) Common Sense and Integrity

- Think before you post. If unsure whether content is appropriate, seek advice or refrain.
- Your tone, words, and images must reflect ECC's values of respect and community.

b) Privacy and Confidentiality

- Do not share private, confidential, or sensitive information about ECC, its members, or operations.
- Be cautious with any reference to children or families—parental/guardian consent must be obtained before publishing identifiable images or information.

c) Honesty and Transparency

- Use your real name and disclose affiliations when discussing ECC-related topics.
- Do not post misleading, false, or deceptive content.
- If promoting products or services with which you have a connection, disclose your affiliation.

d) Respect and Inclusion

- Do not post or share content that is offensive, discriminatory, harassing, defamatory, threatening, or hateful.
- All social media use must align with ECC's:
 - Code of Conduct
 - Anti-Discrimination, Harassment & Bullying Policy
 - Child Safety Standards

e) Branding and Intellectual Property

- Do not use ECC logos, trademarks, imagery, or content without written permission.
- Do not create unofficial ECC accounts or pages.
- Adhere to the ECC Branding Guidelines when posting official content.

f) Legal and Copyright Obligations

- Respect copyright and intellectual property—never share content without proper attribution or permission.
- Avoid sharing illegal, defamatory, or obscene material.
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Permission and Consent

- Always seek express permission before posting identifiable images of individuals, especially children.
- If someone requests removal of their image or personal information, comply promptly.
- Avoid posting sensitive situations such as injuries, disputes, or complaints

Reporting and Managing Breaches

Reporting Concerns

If you see or experience a breach of this policy, report it to:

[Insert Contact Name/Role and Contact Details]

Reports will be treated seriously and confidentially where possible.

Investigation and Consequences

Breaches of this policy may be managed under ECC's:

- Member Protection Policy
- Grievance Policy
- Disciplinary and Termination Policy

Consequences may include:

- Verbal or written warnings
- Temporary or permanent removal from club roles or activities
- Suspension or expulsion from the club
- Referral to external authorities (in serious cases)

Employees or contractors may be subject to employment-related disciplinary action, including termination.

Appeals

Those sanctioned under this policy may appeal in accordance with ECC's:

- Constitution
- Any applicable regulatory frameworks

Related Policies

- Code of Conduct
- Member Protection Policy
- Grievance and Complaint Policy
- Disciplinary and Termination Policy
- Child Protection Policy
- Anti-Discrimination, Harassment and Bullying Policy

Legal Considerations

This policy is supported by applicable legislation including:

- Defamation Act
- Copyright Act
- Equal Opportunity Act
- Privacy and Data Protection Act
- Charter of Human Rights and Responsibilities Act
- Crimes Act (for serious online misconduct)