



NORTHERN BMX

SOCIAL MEDIA POLICY



PURPOSE

Northern BMX Club recognizes the importance of social media in promoting the club, engaging with members, and fostering a positive online community. This policy provides guidelines for the appropriate and responsible use of social media by all club members, representatives, and those that interact with the club.

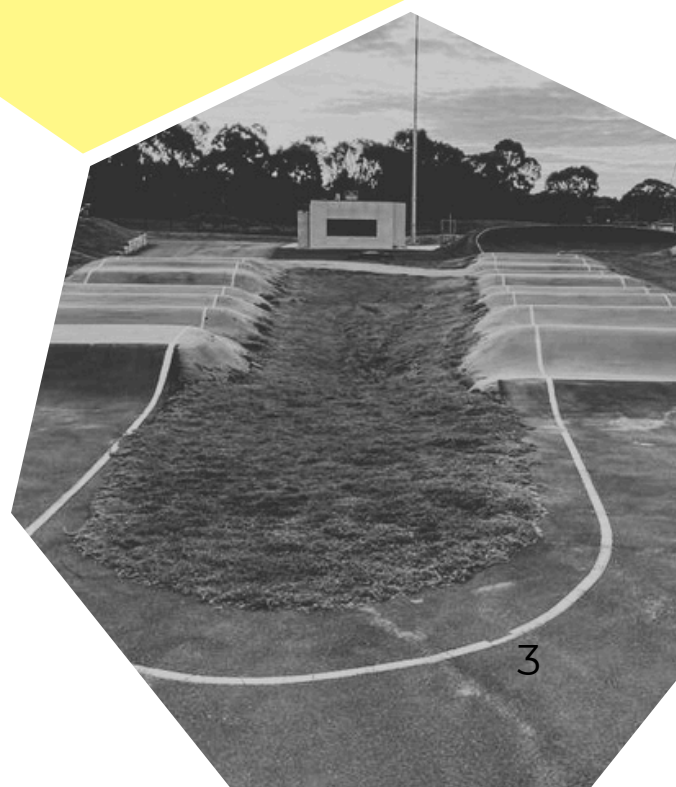
This policy outlines the guidelines for using social media platforms by Northern BMX Club and our representatives and members. Its purpose is to:

- Protect the Club's reputation and brand.
- Ensure consistent and positive messaging.
- Provide clear expectations for members, parents, volunteers, coaches, and staff who use social media in relation to the Club.
- Maintain a respectful, inclusive, and safe online environment.
- Comply with all applicable laws and regulations.
- Provide guidance for resolving issues in a swift, responsible manner.

WHO DOES THIS POLICY APPLY TO?

This policy applies to all Northern BMX Club riders, committee members, volunteers, coaches, officials, assistants, employees, Club members and parents of riders or members. The policy also applies to individuals who otherwise use social media to connect with the Club, or whose social media use relates to the club, including sponsors, supporters, or other affiliates.

Northern BMX Club and its members and participants in cycling are also required to adhere to the relevant policies and procedures of the governing body AusCycling, and Sports Integrity Australia.



WHAT DOES THIS POLICY APPLY TO?

This Policy applies to use of all social media platforms, including but not limited to:

- Facebook
- Instagram
- Twitter
- YouTube
- TikTok
- Forums and online discussion boards
- Snapchat
- Blogs
- Messaging apps (e.g., WhatsApp groups officially used for club communication)

This policy applies to both official Club social media accounts and personal accounts when posting content related to the Club, its activities, or its members.

OFFICIAL CLUB SOCIAL MEDIA ACCOUNTS

- **Designated Administrators:** Only designated individuals are authorized to manage and post content on official Club social media accounts. Specific roles and responsibilities will be clearly defined in the Media and Communications Handbook.
- **Content Guidelines:**
 - Accuracy: All information posted must be accurate, truthful, and verifiable.
 - Professionalism: Maintain a professional and courteous tone at all times.
 - Positive Representation: Content should positively reflect the Club, its values, and all individuals associated with it.
 - Relevance: Content should be relevant to the Club's activities, BMX riding, member achievements, upcoming events, and related topics.
 - Visual Appeal: Use high-quality photos and videos whenever possible.

OFFICIAL CLUB SOCIAL MEDIA ACCOUNTS

- **Content Guidelines (cont)**

- Branding: Adhere to the Club's branding guidelines (logo usage, colors, etc.).
- Engagement: Encourage interaction and respond to comments and messages promptly and appropriately.
- Sponsorship Acknowledgement: Appropriately acknowledge and tag sponsors according to agreed-upon terms.
- Event Promotion: Clearly promote upcoming events, providing all necessary details (date, time, location, registration information, etc.).

- **Password Security:** Passwords for official accounts must be strong, kept confidential, and changed regularly. Access should be limited to authorized personnel only.

- **Monitoring:** Official accounts should be regularly monitored for comments, messages, and mentions. Responses should be timely and professional.

PERSONAL SOCIAL MEDIA

- **Be Respectful:** All individuals covered by this policy are encouraged to engage with the Club's social media accounts and share positive content. However, all interactions must be respectful and courteous.
- **Think Before You Post:** Consider the potential impact of your posts on the Club's reputation. Avoid posting anything that could be considered offensive, discriminatory, defamatory, or harmful.
- **Disclaimer:** When expressing personal opinions about BMX-related topics, BMX Clubs, or other matters which may be reasonably linked to the club, make it clear that you are speaking for yourself and not on behalf of the Club. This is particularly important for individuals who may be perceived as representing the Club, such as coaches or committee members.

PERSONAL SOCIAL MEDIA (CONTINUED)

- **Confidential Information:** Do not disclose any confidential or sensitive information about the Club, its members, sponsors, or operations. This includes, but is not limited to, internal discussions, financial information, and personal contact details..
- **Tagging and Sharing:** When sharing Club-related content, tag the official Club accounts appropriately.
- **Photos and Videos:** Be mindful of privacy when posting photos or videos of other members. Obtain consent before posting images of individuals, especially children.

PROHIBITED CONTENT

The following types of content are strictly prohibited on official Club social media accounts and on personal accounts when referencing the Club or any individuals associated with it:

- Content that promotes discrimination or hatred based on race, ethnicity, religion, gender, sexual orientation, disability, or any other protected characteristic.
- Profanity, vulgarity, or abusive language.
- Any content that harasses, bullies, threatens, or intimidates others.
- False or misleading statements that could harm the reputation of the Club or associated individuals.
- Content that promotes or encourages illegal activities.
- Content that violates copyright or intellectual property rights.
- Unsolicited or irrelevant content, including excessive self-promotion.
- Direct, personal attacks on individuals.
- Confidential Information.
- Any content which could bring the club, its members, or the sport of BMX Racing into disrepute.

REPORTING BREACHES

- **Reporting:** Any suspected violations of this policy should be reported to the Club Secretary or another designated committee member.
- **Investigation:** The Club will investigate all reported violations thoroughly and impartially.
- **Disciplinary Action:** Violations of this policy may result in disciplinary action, appropriate to the individual's relationship with the Club and in accordance with the club constitution. This may range from a warning to suspension or expulsion from the Club (for members), termination of volunteer/employment agreements, or other appropriate actions, depending on the severity of the violation. For sponsors or affiliates, violations may result in termination of the relationship with the Club.

Records Management

- **Documentation:** All reports of alleged breaches are recorded and stored by the club.
- **Privacy:** Confidentiality and privacy for children and families are maintained in accordance with relevant legislation.



COMMUNICATION

Northern BMX Club is committed to transparent communication and ensuring that all members and stakeholders understand their roles and responsibilities. We will communicate our policies and procedures through various channels:

- **Website:** Our policies, procedures, and Codes of Conduct are readily accessible on the club website.
- **Signage:** Relevant posters and information are displayed prominently throughout the club's facilities as required.
- **Newsletter:** Regular updates and reminders about policies are included in our club newsletter.
- **Meetings:** Policy review is a standing agenda item at regular director meetings, ensuring ongoing discussion and review of our practices.

GLOSSARY

Affiliates: Individuals or organizations that have a formal or informal relationship with Northern BMX Club, but are not members, employees, or sponsors. This could include, for example, partner organizations, local businesses that support the Club, or individuals who regularly collaborate with the Club on events.

Confidential Information: Any information about the Club, its members, sponsors, or operations that is not publicly available and is considered private or sensitive. This includes, but is not limited to:

- Internal communications and discussions.
- Financial records and data.
- Membership lists and personal contact details.
- Strategic plans and upcoming initiatives (before public announcement).
- Information shared in confidence by members, sponsors, or partners.

Content: Any information, text, images, videos, audio, links, or other materials posted or shared on social media platforms.

Defamatory/Libelous Statements: False statements that harm the reputation of an individual or organization. Libel refers to written defamatory statements, while slander refers to spoken ones.

Designated Administrators: The specific individuals authorized by the Club to manage and post content on official Club social media accounts.

Engagement: Interaction with social media content, such as liking, commenting, sharing, or sending messages.

Hate Speech: Content that expresses prejudice, hostility, or violence towards individuals or groups based on protected characteristics (e.g., race, religion, gender, sexual orientation).

Misinformation: False or inaccurate information, especially that which is deliberately intended to deceive.

Official Club Social Media Accounts: Social media accounts that are officially owned and managed by Northern BMX Club (e.g., the Club's official Facebook page, Instagram account, etc.).

GLOSSARY

(CONTINUED)

Personal Social Media Accounts: Social media accounts owned and used by individuals for their personal purposes.

Protected Characteristics: Attributes of an individual that are legally protected from discrimination, such as race, ethnicity, religion, gender, sexual orientation, disability, age, and others as defined by relevant legislation.

Safeguarding Officer: The designated individual within the Club responsible for addressing child protection and safeguarding concerns.

Social Media: Any online platform or application that allows users to create and share content or participate in social networking. This includes, but is not limited to, websites and apps like Facebook, Instagram, Twitter, YouTube, TikTok, Snapchat, blogs, forums, and messaging apps.

Spam: Unsolicited or irrelevant messages or content, often sent in bulk, typically for commercial purposes.

Sponsors: Individuals or organizations that provide financial or in-kind support to Northern BMX Club in exchange for promotional opportunities or other benefits.

Supporters: Individuals who show enthusiasm for and may assist the club, but who are not official members, sponsors or volunteers.

Tagging: The act of linking a social media post to another user's profile or a specific page (e.g., using "@" followed by a username on Twitter or Instagram).

Volunteers: Individuals who offer their time and services to the Club without receiving payment.

KEY CONTACTS

Northern BMX Director - Child Protection Officer

Rhiannan Preston - president@nbmx.com.au - 0429 674 679



Report a Child Safeguarding Matter:
<https://www.nbmx.com.au/safeguarding-children-young-people>

Report a Policy Breach:
<https://www.nbmx.com.au/reporting>

Sport Integrity Australia

Safe Sport Hotline - 1800 161 361

Make an Integrity Report
<https://www.sportintegrity.gov.au/contact-us/make-an-integrity-complaint-or-report>

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Review: