

# **Aspire Badminton Club – Social Media Policy**

Aspire Badminton Club recognises the importance and benefits of using social media platforms to engage with our members, promote our events, and connect with the badminton community. This social media policy outlines guidelines and expectations for all individuals associated with Aspire Badminton Club, including players, coaches, staff, volunteers, and members, to ensure responsible and respectful use of social media channels.

## **1. Representing Aspire Badminton Club**

All individuals affiliated with Aspire Badminton Club must be aware that their social media presence reflects on the club's image and reputation. When posting on social media, always consider the potential impact on the club and its stakeholders.

Be mindful of the content shared and ensure it aligns with the club's values, mission, and objectives. Avoid making offensive or discriminatory remarks, and refrain from engaging in any harmful behaviour that may tarnish the club's reputation.

If you identify yourself as a member of Aspire Badminton Club on social media, clearly indicate that your views are your own and do not represent the official views of the club.

## **2. Confidentiality and Privacy**

Respect the privacy and confidentiality of all club members, players, staff, and stakeholders. Do not share any sensitive or private information about individuals without their explicit consent.

Refrain from sharing internal club matters or discussions on social media platforms unless authorised by the club management.

## **3. Photos and Videos**

### **a) Permission and Consent**

Prior to taking or sharing any photos or videos that include club members or visitors, explicit consent must be obtained from the individuals involved. This includes adults and parents/guardians of minors.

The club shall maintain a standard consent form that clearly outlines the purpose of photo/video capture and how the content will be used on social media platforms and other promotional materials.

### **b) Responsible Posting**

Only designated club officials or individuals authorised by the club's management may post photos and videos on official Aspire Badminton Club social media accounts or public platforms representing the club.

Members are encouraged to share their badminton-related content on personal accounts, but they must adhere to the club's guidelines and policies.

### **c) Privacy and Sensitivity**

We respect the privacy of our members and visitors. As such, any personal or sensitive information (e.g., contact details, addresses) should never be included or disclosed in photo captions or video descriptions.

Photos or videos featuring minors must be handled with extra care and should never include any information that might compromise their safety or well-being.

**d) Appropriate Content**

All shared photos and videos should reflect the positive and sportsmanlike spirit of Aspire Badminton Club. Content that is offensive, discriminatory, or inappropriate will not be tolerated.

Any content that could harm the reputation of individuals, the club, or its sponsors should not be posted.

**e) Tagging and Mentions**

When tagging or mentioning individuals in photos or videos, ensure that they are comfortable with being identified and linked to the content.

Avoid excessive tagging or mentioning that may be perceived as spam or invasion of privacy.

**f) Removal Requests**

Members or visitors who find their photos or videos posted without consent or who wish to have content removed from the club's social media platforms should contact the designated club official responsible for social media.

The club will handle such requests promptly and respectfully.

**g) Monitoring and Moderation**

The club will regularly monitor its official social media channels to ensure compliance with this policy.

Inappropriate content or content that violates the policy will be removed promptly, and individuals responsible may be subject to disciplinary action as per the club's constitution.

**4. Sportsmanship and Respect**

Promote a culture of sportsmanship and respect both on and off the court. Avoid posting any content that may be deemed unsportsmanlike, offensive, or disrespectful towards opponents, fellow members, or any badminton-related entities

Do not engage in online arguments, harassment, or any behaviour that may lead to negative interactions with others on social media platforms.

**5. Intellectual Property and Copyright**

Always give proper credit to the original creators when sharing content (photos, videos, articles) that is not your own. Respect copyright laws and adhere to the platform's guidelines for content sharing.

## **6. Social Media Use During Club Events**

During club events or competitions, refrain from excessive use of personal social media while participating. Give priority to the event and focus on representing the club in the best possible way.

## **7. Reporting Inappropriate Content**

If you come across any content related to Aspire Badminton Club on social media that you believe violates this policy or is harmful, report it to the club management immediately.

## **8. Consequences of Policy Violation**

Failure to comply with this social media policy may result in disciplinary actions, including but not limited to warnings, temporary suspension of club privileges, or permanent termination of club membership.

## **9. Review and Updates**

Aspire Badminton Club reserves the right to update or amend this social media policy as necessary. All members will be notified of any changes, and they will be expected to adhere to the updated policy.

By following this social media policy, we can collectively create a positive and respectful online presence for Aspire Badminton Club and uphold the values we stand for. Let's use social media as a tool to strengthen our community and promote the sport we love.

Last updated: August 2023

Aspire Badminton Club

<https://www.revolutionise.com.au/aspire/>