



Thanet Gymnastics Club - Social Media Policy

Purpose -

This policy outlines how social media and digital communications are used to promote the club while protecting the welfare, privacy, and reputation of all members.

Communication Objectives -

The club uses social media to share news, updates, achievements, and promote activities in a positive and professional manner.

Use of Images & Media -

Images and media will only be used appropriately; Content must always present members positively and safely (FB & Instagram are public)

Consent -

Media consent is obtained through club registration and applies only to club-managed platforms. Members or parents/guardians may withdraw consent at any time.

Types of Media -

This policy applies to photographs, videos, livestreams, written posts, and digital content.

Club-Managed Accounts -

Only authorised staff may post on club-managed accounts. All content must be accurate, appropriate, and professional.

Personal Use of Social Media by Staff

- Staff must not post or share identifiable images or videos of club participants on personal social media accounts.
- Staff must not name, tag, or identify club members online.

Online Conduct -

Negative or inappropriate comments about the club, its members, staff, or volunteers must not be shared online. Concerns should be raised to the Welfare officer

Privacy & Data Protection -

Personal information and media will be handled in line with data protection legislation and stored securely.

Opt-Out Procedure -

Members or parents/guardians may opt out of media use at any time by notifying the club.

Breach of Policy -

Breaches of this policy may result in disciplinary action.

Review -

This policy will be reviewed and updated as required.