

EMPOWER



Empower Strength & Performance

SOCIAL MEDIA POLICY



Empower Strength & Performance: Social Media Policy
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Empower Strength & Performance Social Media Policy

1. Purpose

This policy establishes clear guidelines for the responsible use of social media by all members of Empower Strength & Performance, including athletes, staff, coaches, and parents. It provides essential information to help members safeguard their personal wellbeing and uphold the integrity of Empower Strength & Performance when engaging on social media. These guidelines apply to both personal and official social media use.

Members should remember that social media content is publicly accessible and should thoughtfully consider the impact of their posts before sharing.

Given the ever-evolving nature of social media and advancements in technology, this policy will be regularly reviewed and updated to ensure it remains relevant and reflective of current trends and platforms.

2. Scope

Social media sites are never fully private, regardless of privacy settings. Posting online is akin to publishing in a public forum. If a member makes a comment on a social media platform, it is considered a public statement.

Members of Empower Strength & Performance must use social media in a transparent, accountable, empathic, and appropriate manner.

- **Transparency:** Actively share information about Empower Strength & Performance initiatives, promote access to services, and demonstrate accountability through open communication.
- **Accountability:** Take responsibility for your online actions and ensure your social media activity reflects the values of Empower Strength & Performance.
- **Empathy:** Engage with others thoughtfully and consider the potential impact of your actions and behaviour on the community.
- **Alignment/ appropriate:** Use social media in a manner consistent with the organization's Codes of Conduct and behavioural expectations.

Once published online, control over content is lost. Posts can be found years later, forwarded, or misinterpreted. Ensure familiarity with the terms and conditions of the platforms used.

3. Definitions

Social media encompasses various tools and platforms for creating and exchanging content online, including but not limited to:

- Social networking pages (e.g., Facebook, X, Instagram)
- Video/photo sharing apps (e.g., YouTube, TikTok, Instagram)

- Blogs/micro-blogs
- Forums and discussion boards
- Live broadcasting apps (e.g., Facebook Live)
- Review pages
- Instant messaging apps (e.g., WhatsApp, Messenger, Snapchat)

4. Social Media Usage What You Should Do:

Empower Strength & Performance representatives are encouraged to:

- Act responsibly and ethically.
- Consider confidentiality and appropriateness before publishing or sharing information.
- Comply with applicable laws when engaging in communication via social media, particularly with minors.
- Recognise partnerships and associations of Empower Strength & Performance.
- Clearly state that your opinions are personal unless authorized to speak on behalf of Empower Strength & Performance.
- Uphold zero tolerance for discrimination, bullying, or harassment.
- Protect your privacy and personal information.
- Promote Empower Strength & Performance programs, achievements, and community events positively.
- Share educational, informative, and inspiring content related to fitness and weightlifting.
- Engage respectfully with followers and the broader online community.

5. What You Should Never Do:

Empower Strength & Performance representatives are discouraged from to:

- Posting, commenting, or sharing inappropriate, defamatory, bullying, or harassing content.
- Disclose confidential information about Empower Strength & Performance.
- Post content that could harm the reputation of Empower Strength & Performance or its affiliates.
- Breach the Codes of Behaviour.
- Imply endorsement or speak on behalf of Empower Strength & Performance without authorization.
- Use the Empower Strength & Performance name to endorse products or opinions without permission.

6. Behavioural Standards and Responsibilities

Empower Strength & Performance encourages responsible participation in social media:

- Be clear about representation.
- Take accountability for content.
- Show respect for Empower Strength & Performance and its communities.

6.2 Expressing Your Opinion

Members are encouraged to express opinions responsibly. Inappropriate comments, images, or content will be removed and may result in further action per the Codes of Behaviour.

6.3 Copyright, Confidentiality, and Intellectual Property Do not post content without proper attribution. Adhere to copyright laws and maintain confidentiality of proprietary information.

6.4 Communicating with Athletes Ensure compliance with this policy when communicating with athletes via social media. Any inappropriate content in private chats or groups may result in action under the Codes of Behaviour.

6.5 Communicating with Minors Staff or coaches must have explicit consent from a minor's parent or guardian before using social media for communication.

6.6 Reporting Report inappropriate content or breaches of this policy to Empower Strength & Performance.

8. Managing Social Media

3.1 Moderation Empower Strength & Performance actively monitors its social media channels. Content breaching this policy may be removed, and members will be contacted as necessary.

3.2 Images of Minors Do not post images of minors without explicit parental or guardian consent. Images unrelated to official roles are prohibited.

For further support and information

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