

Evolve All Stars Social Media Policy Summary

Please see below summary of Evolve All Stars Social Media Policy, while this summary provides an overview of key points within the Evolve All Stars Social Media Policy, all members, including parents, guardians, and athletes, are bound by the complete policy that can be found on pages 2-8 of this document. The full policy remains the authoritative source, this summary is intended to assist in navigating the overarching guidelines.

Purpose:

Evolve All Stars recognises the impact of social media on communication and aims to balance its benefits with the need to protect privacy and uphold integrity. This policy guides members, including parents/guardians and athletes, on responsible social media use.

Scope:

The policy applies to various online platforms, including social networks, blogs, video sharing, messaging apps, and more. It covers everyone associated with Evolve, from directors and employees to athletes, their families, and supporters.

Policy Coverage:

All individuals involved with Evolve in any capacity are responsible for their online communications. This includes safeguarding Evolve's interests, ensuring accuracy in information, and obtaining permission for the use of logos or trademarks.

Roles and Responsibilities:

Every member is an ambassador for Evolve, and online actions should align with the organisation's values. Guidelines include protecting Evolve's reputation, seeking permission for social media accounts, and using Evolve's intellectual property responsibly.

Guidelines:

Members must follow specific guidelines when posting about Evolve.

These include using common sense, being honest, addressing mistakes promptly, avoiding discrimination, protecting privacy, respecting confidentiality, gaining permission for images, and complying with applicable laws. Team group chats amongst parents/guardians and members for communication purposes are not officially endorsed or recognised as official communication channels by Evolve All Stars. Any information, discussions, or decisions within these group chats are not representative of the official stance or policies of Evolve All Stars.

Policy Breaches:

Breaches include posting content that brings disrepute to Evolve, using its name/logo negatively, sharing abusive or offensive material, and violating the organization's code of conduct. Breaches may lead to disciplinary actions or legal consequences.

Reporting a Breach:

Members are encouraged to report any inappropriate or unlawful content related to Evolve immediately to maintain a positive online environment. Reports should be directed to Ascha Boag, the Gym Manager.

Investigation:

Alleged breaches will be investigated according to Evolve All Stars' code of conduct. Serious breaches may be reported to law enforcement.

Disciplinary Process and Consequences:

Breaches may result in disciplinary action, including termination of employment for employees. Legal considerations such as defamation, intellectual property laws, privacy laws, and others may also apply.

Related Policies/References:

Members should be aware of and adhere to related policies.



EVOLVE ALL STARS SOCIAL MEDIA POLICY

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Date of next review: March 2025

Approved by: Ascha Boag, Gym Manager

This social media policy has been endorsed by ACSA.

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1. Purpose

Social media is changing the way we communicate and is now integrated into most people's everyday lives. Evolve All Stars recognises the importance of electronic communications and social media as it is easier to share ideas, information and experiences, however it is also important to protect the privacy, confidentiality and interests of all involved with Evolve All Stars and it is critical to have policy guidance where minors are involved.

This policy has been developed to inform our community about using social media, so people feel enabled to participate, while being mindful of their responsibilities and obligations. This policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Evolve and cheer in Australia.

This policy contains Evolve All Stars guidelines for our community to engage in social media use. It also includes details for breaches of the policy. In circumstances where guidance about social media issues has not been given in this policy, we suggest you use **common sense** or seek out advice from those who have approved this policy.

These guidelines will be made easily available on Evolve All Stars' social media pages. For example, a pinned post in Team App.

2. Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Snapchat, Twitter, LinkedIn, Google+, TeamApp, TikTok, BeReal, Pinterest, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Zoom, Facebook, Instagram, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc.)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

3. Policy Coverage

This policy is applicable to all persons who are using social media platforms with reference to Cheer and involved with Evolve All Stars including:

- Directors of Evolve All Stars
- employees of Evolve All Stars
- Evolve All Stars athletes
- Evolve All Stars athletes' family members and any other friends/supporters
- other personnel participating in events and activities, including camps and training sessions, held by Evolve All Stars or sanctioned by ACSA

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Cheer, Evolve All Stars, or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse of social media in a manner that does not directly refer to Evolve All Stars may still be regulated by other policies, rules or regulations of Evolve All Stars.

4. Roles and Responsibilities:

All persons involved with Evolve All Stars, at any level including the athlete's family are responsible for the content of their communication. All individuals listed under the policy coverage above have a responsibility to ensure that;

- Communications do not cause damage to Evolve All Stars, its interests or the reputation of the wider Cheer Sport community
- Information about Evolve All Stars services and products are accurate
- Inappropriate or unlawful content online relating to Evolve All Stars in breach of this policy is reported to Ascha Boag – info@evolveallstars.com.au
- Logos and trademarks are only used with permission from Evolve All Stars
- Permission is sought from the relevant parties before creating an official social media account relating to Evolve All Stars

As a part of the Evolve All Stars community you are an extension of our brand and the wider reputation of Cheer in Australia.

As such, the boundaries between when you are representing yourself and when you are representing Evolve All Stars can often be blurred. This becomes even more of an issue as you increase your profile or position or affiliation with Evolve All Stars. Therefore, it is important that you always represent both yourself and Evolve All Stars appropriately online.

5. Guidelines

You must adhere to the following guidelines when using social media related to Evolve All Stars or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation. The web is not anonymous, remember, if you are online, you are on the record—much of the content posted online is public and searchable. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

a) Use common sense

- If you are unsure if the content you wish to share is appropriate, seek advice from others or refrain from sharing to be on the safe side
- Remember when posting that the lines between public, private, personal and professional can be blurred you are a representative of Evolve All Stars and cheer in Australia.

b) Honesty

- Do not say anything that is dishonest, untrue or misleading. Check the source and the facts before uploading or posting anything.
- Evolve All Stars recommends erring on the side of caution – if in doubt, do not post or upload.
- Do not post anonymously, using pseudonyms or false screen names. Use your real name, be clear about who you are and disclose any affiliations, vested interests, endorsements or recommendations.

c) Dealing with mistakes

- If you make an error while posting on social media, be up front about the mistake and address it quickly. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

d) Discrimination, sexual harassment and bullying

The public in general, and Evolve All Stars employees and members, reflect a diverse set of customs, values and points of view.

- You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.
 - When using social media, you should be mindful of Evolve All Stars communication policy.

e) Protecting your privacy

- Be smart about protecting yours and others privacy, particularly keeping in mind applicable child safe standards.
- Refrain from posting any content online that you would not be happy for the public to see (even if you are posting privately).
- Be cautious about disclosing personal details and where possible set accounts to limit public access.

f) Respect confidentiality and sensitivity

When using social media;

- you must maintain the privacy of Evolve All Stars confidential information online. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Evolve All Stars.
- it is acceptable to talk about Evolve All Stars and have a dialogue with your community, but it is not okay to publish Evolve All Stars' confidential information. Confidential information includes things such as details about litigation, and unpublished details about us e.g. team, coaching practices, financial information.
- you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.
- permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information

regarding minors. In such circumstances, parental or guardian consent is mandatory.

g) *Gaining permission when publishing a person's identifiable image*

- You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.
- You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.
- In every instance, you need to have consent of the owner of copyright in the image.

h) *Avoiding controversial issues*

- Within the scope of your authorisation with Evolve All Stars, if you see misrepresentations made about Evolve All Stars in the media, you may point that out to Ascha Boag, Gym Manager.
- Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

i) *Complying with applicable laws*

- Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.
- Always follow the terms and conditions for any third-party sites in which you participate.
- You must comply with the laws governing copyright in relation to material owned by others and Evolve All Stars own copyrights and brands.

j) *Use of disclaimers*

- Where practical, include a disclaimer stating who you work for or are affiliated with (e.g. member of Evolve All Stars) and that anything you publish is your personal opinion and that you are not speaking officially.
- This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

k) *Branding and intellectual property of Evolve All Stars*

- You must not use any of Evolve All Stars' intellectual property or imagery on your personal social media without prior approval from Evolve All Stars.
- Evolve All Stars' intellectual property includes but is not limited to trademarks, logos, slogans, imagery which has been posted on Evolve All Stars official social media sites or website.
- You must not create either an official or unofficial Evolve All Stars presence using the organisation's trademarks or name without prior approval from Evolve All Stars.
- You must not imply that you are authorised to speak on behalf of Evolve All Stars unless you have been given official authorisation to do so by Evolve All Stars.
- Where permission has been granted to create or administer an official social media presence for Evolve All Stars, you must adhere to the Evolve All Stars Branding Guidelines.

l) *Unofficial Channels of Communication*

- Group chats that do not include Evolve coaches or owners are not officially endorsed or recognised as official communication channels by Evolve All Stars.
- Team group chats created by parents or members are not endorsed by Evolve All Stars. While we understand the need for efficient communication within the community, these group chats are considered independent initiatives and not affiliated with Evolve All Stars. Any information, discussions, or decisions within these group chats are not representative of the official stance or policies of Evolve All Stars.

- For accurate and official information, members are encouraged to rely on communication channels provided or endorsed by Evolve All Stars, such as emails from Evolve All Stars, BAND App, Evolve Members Page on Facebook and official Evolve social media channels.

Keep in mind that what you publish is your responsibility, and failure to abide by these guidelines could hinder your affiliation/membership with Evolve All Stars

Guidelines for Evolve All Stars representatives

To facilitate communication, Evolve All Stars may choose to set up official pages/team pages that athletes and parents may join (e.g. friend, follow or like) and coaches can communicate to athletes and parents through that page or site.

Evolve All Stars will ensure that all electronic communication of any kind between coach and athlete will be non-personal in nature and only used for communicating necessary information related to the team or Evolve All Stars.

- ***Personal Social Media Sites***

Any adults affiliated with Evolve All Stars may have a personal social media page or site abiding by the following restrictions

- May not invite athlete's to friend/follow or join a personal social media account/site or similar online community
- May not private or instant message athletes from a personal site
- Must inform parents and athletes that the above is not permitted at Evolve All Stars

6. Policy Breaches

Individuals or organisations publishing false or misleading comments about another person or organisation may be liable for defamation.

Breaches of this policy include but are not limited to:

- Posting or sharing material that brings, or risks bringing Evolve All Stars, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.
- Using Evolve All Stars' name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, gym and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content in breach of Evolve All Stars code of conduct and communication guidelines.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to social media channels that infringes the intellectual property rights of others.

7. Reporting a Breach

If you notice inappropriate or unlawful content online relating to Evolve All Stars or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to Ascha Boag, info@evolveallstars.com.au.

8. Investigation

Alleged breaches of this social media policy may be investigated according to Evolve All Stars' code of conduct.

Where it is considered necessary, Evolve All Stars may report a breach of this social media policy to police.

9. Disciplinary Process and Consequences

Depending on the circumstances, breaches of this policy may be dealt with in accordance with Evolve's code of conduct.

Employees of Evolve All Stars who breach this policy may face disciplinary action up to and including termination of employment in accordance with Evolve All Stars employment policy.

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court
- Gaming laws

10. Related Policies/References

- Evolve All Stars Code of Conduct
- Electronic Communication Policy
- Child Safety and wellbeing Policy