

**KIROI ACADEMY SOCIAL MEDIA PRINCIPLES & GUIDELINES****Review Date: January 2026****Approved by: Kiroi Academy Management****Applies to:** All Kiroi Academy Staff, Committee Members, Contractors & Volunteers

1. PURPOSE OF SOCIAL MEDIA AT KIROI ACADEMY

Kiroi Academy uses social media to communicate with our community for three primary purposes:

1. Operational Communication

To provide timely updates relating to:

- Training schedules
- Competition information
- Events and club announcements
- Operational changes

2. Relationship Building

To strengthen relationships between:

- Kiroi Academy and its gymnasts, families, and supporters
- The broader rhythmic gymnastics community
- Sporting organisations
- Local community groups and stakeholders

Our goal is to foster a strong sense of belonging and pride in the Academy.

3. Calls to Action

Social media may be used to request:

- Volunteering assistance
- Support during competitions
- Fundraising involvement
- Attendance at events or programs

The foundation of all communication must be relationship-building, consistent with Kiroi Academy's values and athlete-centred approach.

2. GUIDING PRINCIPLES

All individuals posting and tagging Kiroi Academy must adhere to the following principles:

2.1 Common Sense & Responsibility

- Personal and professional boundaries blur online; always act as an ambassador for Kiroi Academy.



- If unsure, seek advice before posting.

2.2 Protecting Privacy

- Do not post anything you would not be comfortable sharing publicly.
- Avoid disclosing personal details or sensitive information.
- Treat online spaces as public, even if privacy settings are enabled.

2.3 Honesty & Accuracy

- Do not post dishonest, misleading, or unverified information.
- If facts cannot be confirmed, **do not post**.
- When in doubt, seek clarification.

2.4 No Personal Opinions When Posting for the Academy

- Posts must be factual, neutral, and aligned with Kiroi Academy's communication strategy.
- Personal views and opinions must **never** be published on official accounts.
- The Academy's audience is diverse; communication must remain inclusive and respectful.

3. CONFIDENTIALITY & CONSENT

3.1 Confidential Information

Do not post:

- Any confidential internal information
- Private details about gymnasts, staff, or families
- Sensitive operational or organisational matters

Unless expressly authorised by Kiroi Academy Management.

3.2 Consent Requirements

- Do not post information someone has asked you not to share.
- Remove any content immediately if an individual requests it.
- **Publishing images of minors requires parental/guardian consent.**
- Consent must be obtained before posting identifiable images of **any person**.

3.3 Sensitive Content

Never post content relating to:

- Accidents
- Injuries
- Behavioural incidents
- Controversial topics



4. LEGAL COMPLIANCE

4.1 Applicable Laws

Do not post or link to illegal, indecent, defamatory, or misleading content.

4.2 Copyright Compliance

You must:

- Follow all copyright laws
- Attribute short excerpts correctly
- Seek permission before using anyone's work
- Use links instead of copying materials where possible

4.3 Behaviour Standards

You must not post material that is:

- Offensive
- Harassing
- Discriminatory
- Intimidating
- Sexually explicit
- Bullying or hateful
- Racist, sexist, or otherwise inappropriate

All members are bound by:

- Kiroi Academy Values
- Gymnastics Victoria & Gymnastics Australia Member Protection Policies
- Child Safety Standards
- Anti-Discrimination and Anti-Bullying Policies

5. DEALING WITH ERRORS & MISREPRESENTATION

5.1 Corrections

If an error is made:

- Acknowledge it
- Correct it promptly
- Clearly state that the post has been updated if changes are required

5.2 External Misinformation

If you see inaccurate information about Kiroi Academy:



- Notify the Academy's Management
- Do not engage publicly without authorisation
- Always respond with respect and factual accuracy if directed to do so

6. PERSONAL ACCOUNT RESPONSIBILITIES

You must not:

- Use Kiroi Academy's name, branding, or imagery without permission
- Create any account or page representing the Academy without written approval
- Imply that you speak on behalf of Kiroi Academy unless authorised

Kiroi Academy's intellectual property includes:

- Trademarks
- Logos
- Slogans
- Images and videos posted on official Academy accounts
- Any digital or print branded material

7. CONSEQUENCES FOR BREACHES

Failure to follow these guidelines may result in:

- Removal of posting privileges
- Removal from paid or volunteer roles
- Disciplinary action in line with Kiroi Academy's policies
- Escalation to Gymnastics Victoria or Gymnastics Australia where relevant