



## To Shine Pty Ltd

# Communication Policy & Guidelines

Endorsed by Australian Cheer Sport Alliance (ACSA)

## Our Gym/studio's Commitment

Electronic communication has many positive benefits and can be essential for sharing news, travel, training or competition schedules and administrative concerns between our coaches' administrators, participants and their families. However, with increased accessibility we must address the possibility of improprieties and misunderstandings and the accessibility of potential offenders to gain inappropriate access to minors.

Adherence to this policy helps reduce these potential risks as well as placing the utmost importance on protecting minor participants, their rights of privacy and their physical and emotional safety.

This communication policy has been created by To Shine Pty Ltd to establish clear boundaries and written expectations about using electronic communications. **Remember, communication should always be timely, appropriate, productive and transparent.**

## Definitions

Adults are considered any person 18 years of age or older affiliated with To Shine Pty Ltd that have a role within our gym/studio that does or could interact with participants. Or any adult participants that are members of To Shine Pty Ltd that may train within the program or be a member of a team.

This includes but is not limited to program owners, coaches, choreographers, photographers, team parent's, adult age participants and employees (which from this point onwards in this policy will all be referred to as adults). Minors are children and young people under the age of 18.

## What Our Gym/studio Will Do

We use a range of electronic tools to communicate with everyone involved with To Shine Pty Ltd.

Rosie Heslop will be appointed to provide accountability and control over material published on our gym/studio's website and any related discussion groups or social media websites, such as Facebook, YouTube or Twitter as well as Suzanne Lord.

We have developed a separate Social Media Policy to address the specific issues arising from the use of social media. Our social media policy can be found on our website at <https://toshine.com.au>

Our communication policy is designed to protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

## Website

- Our website will include current and relevant information on classes, timetables, enrolment information, competitions, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos will be published.
- If we intend to publish a photo of a child, we will first check that registration papers have been signed by parents allowing permission and we will take care not to provide identifying information.
- We will seek feedback from members to improve the information available on the site.

## SMS and email

To Shine Pty Ltd will use email and SMS to provide information about competitions, training, gym/studio-sanctioned social events and other gym/studio or event matters. Wherever possible we will use an email address containing To Shine Pty Ltd. Either from [info@toshine.com.au](mailto:info@toshine.com.au) or [cheer@toshine.com.au](mailto:cheer@toshine.com.au)

however:

- Communications must be non-personal in nature
- SMS messages should be short and about gym/studio/team matters
- Email communication will be used when more information is required
- We will follow common sense guidelines regarding the volume and time of day of any allowed electronic communication.

## Social media websites

- We treat all social media posts, blogs, status updates and tweets as public 'comment'.
- Posts (written, photos or videos) will be family-friendly and feature positive gym/studio news and events.
- No personal information about our members will be disclosed;
  - We will avoid naming students, or if we do use their name, we will avoid using the students full name.
  - We will not display personal information such as residential address, email address or telephone numbers if images are being posted on websites or distributed in publications.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring our gym/studio into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.
- Only the official To Shine Pty Ltd page or team pages will be used for gym/studio officials to communicate to parents or participants.

## Communication Between Adults and Minors

- To Shine Pty Ltd will ensure that communications involving any participant and especially minors should appropriate, productive and transparent.
- Communication involving minors will be directed through their parents.
- All electronic communication between any adult and participant will be limited to the purpose of communicating information about To Shine Pty Ltd or team activities.
- All content between adults involved with To Shine Pty Ltd and participants should be readily available to share with the public or families of the participant or adult. If the participant is under the age of 18, any email, text social media interaction or similar communication must also copy or include the participants parents.
- Request to discontinue all electronic communications or imagery with athlete
  - Following receipt of a written request by the parents of a minor participant involved with To Shine Pty Ltd that their child not be contacted through any form of electronic communication by adults in the program and any images of the athlete are no longer used by To Shine Pty Ltd, all adults will immediately comply with such request without any repercussions for such request.
- When sharing images and videos of minors via official gym/studio pages on social medial To Shine Pty Ltd will follow the law as well as these guidelines from Play By the Rules <https://www.playbytherules.net.au/got-an-issue/child-safe-sport/taking-images-of-children>

## What We Ask You To Do

We expect our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the gym/studio. We also expect members to follow our gym/studio's social media policy in conjunction with these communication guidelines.

Electronic communication:

- should be restricted to To Shine Pty Ltd matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person or To Shine Pty Ltd
- should respect and maintain the privacy of members
- must not bring the To Shine Pty Ltd into disrepute.

## Non-compliance

To Shine Pty Ltd members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our social media policy.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person or To Shine Pty Ltd in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

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*By engaging with the To Shine Pty Ltd social media platforms, websites and other forms of communication listed above, you are obliged to comply with our policy for the protection of To Shine Pty Ltd, its students, employees and yourself.*