



WHITTLESEA CITY
LITTLE ATHLETICS CENTRE
CENTRE NO. 112

SOCIAL MEDIA POLICY

Revised June 2026



Social Media Policy



The purpose of this policy provides guidance for Club and Centre members in their personal use of social media and outlines protocols for using social media for Whittlesea City Little Athletics Centre (WCLAC) as well as to encouraging behaviours that provide a safe and enjoyable Whittlesea City Little Athletics experience for all.

This policy complements Little Athletics Victoria (LA Vic) 'Social Media Policy'. For more information, visit [LA Vic Social Media Policy](#).

Scope

We are committed to providing a Centre free of all forms of discrimination, harassment, bullying and victimisation for all members and those who we interact with, including but not limited to other Centres and clubs, LAVic, potential members, partners and sponsors, vendors and any members of the community.

This policy covers all registered athletes, their families, Centre Committee Members and Volunteers.

Definition

WCLAC defines social media as content created by people using highly accessible and scalable publishing technologies. Social media is distinct from traditional media such as newspapers, television and film. Social media comprises relatively inexpensive and accessible tools that enable anyone, including private individuals to publish or access information. Social media may include, but not limited to:

- Social networking (Facebook, LinkedIn, Yammer, Snapchat etc,)
- Instant messaging (SMS, WhatsApp, Viber, Heja, Signal, Telegram etc),
- Video and photo sharing apps (Instagram, YouTube, Pinterest, TikTok etc),
- Blogs including corporate and personal blogs (Tumblr etc),
- Micro blogging (X - formerly Twitter etc),
- Wikis and online collaboration (Wikipedia etc),
- Forums and discussions boards and groups (Google groups etc),
- Vod and podcasting,
- Online multiplayer games,
- Geospatial tagging (Foursquare, Yelp etc).

Acceptable Use – Personal use

We recognise that you may wish to use social media in your personal life. This policy does not intend to limit your personal online activities; however, it is important to recognise the potential for damage

that it could cause either directly or indirectly to WCLAC and our members via your personal use of social media when you can be identified as an WCLAC member. You are personally responsible for the content you publish in a personal capacity on any form of social media. Where your comments or profile can identify you as a WCLAC member, you must;

- Only disclose and discuss publicly available information,
- Ensure that all content is accurate and not misleading and complies to all relevant policies,
- Be polite and respectful to people you interact with,
- Adhere to the Terms of Use of the relevant social media platform as well as copyright, privacy, defamation, discrimination, and harassment and other applicable laws.

You must not:

- Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, hateful, racist, infringes copyright, constitutes a contempt of court, breaches a court suppression order or is otherwise unlawful,
- Imply that you are authorised to speak on behalf of WCLAC or give the impression that any views you express are those of WCLAC or any other WCLAC logos, that may give the impression of official support or endorsement of your personal comment,
- Use the identity or likeness of another WCLAC member,
- Use or disclose any confidential information or personal information obtained in your capacity as a member of WCLAC,
- Make a comment or post any material that might otherwise cause damage to WCLAC's reputation or bring it into disrepute.

Copyright

It is required that you respect copyright and fair use of copyrighted material and attribute material to the original author or source where possible.

Defamation

Use of social media which discredits WCLAC's reputation or image or divulges confidential information regarding WCLAC, clients and third parties is not permitted. Any content or information posted on social media while representing the Centre must be accurate and professional. Misuse of social media can cause irreparable damage to working relationships and create personal liability for breaches of discrimination, harassment, bullying, Work, Health and Safety laws and defamation.

Harassment and Bullying

Our expected standards of behaviour policy apply online as well as in the physical environment. We are committed to providing a Centre free of all forms of discrimination, harassment, bullying and victimisation for all WCLAC members even on their private social network. Engaging in abusive,

harassing, threatening or defaming posts are in breach of LA Vics Policies and may result in disciplinary action, up to and including cancellation of membership.

Offensive or obscene material

Material may be offensive or obscene and may infringe online classification laws if it is pornographic, sexually suggestive, harassing, hateful, racist sexist, abusive or discriminatory.

Questions or concerns

If you have any questions relating to this policy, please contact the Secretary at: whittleseacity@lavic.com.au or speak to your respective club President or Secretary.