



Beachside Physical Culture Club Inc

Social Media & Communications Policy

1. Purpose

This Policy sets out expectations and requirements for the use of social media and communications relating to Beachside Physical Culture Club Inc (BPCC).

The purpose of this Policy is to:

- protect the reputation of BPCC and its members;
- promote respectful, safe, and appropriate communications;
- clarify who may speak on behalf of the Club;
- support the Constitution, Club Regulations, and Code of Conduct.

2. Scope

This Policy applies to all:

- Members (including junior members);
- parents and carers;
- Executives, Teachers, volunteers, and officials;
- any person posting or communicating about BPCC in any capacity.

This Policy applies to all forms of communication, including:

- social media platforms (e.g. Facebook, Instagram, TikTok);
- messaging platforms (e.g. WhatsApp, Messenger);
- emails, newsletters, and websites;
- printed or electronic promotional material.

3. Official Club Communications

3.1 Only persons authorised by the Executive Committee may:

- create or administer official BPCC social media accounts;
- publish official statements on behalf of the Club;
- communicate with media or external organisations on behalf of BPCC.



3.2 Official communications must be accurate, respectful, and consistent with Club policies.

4. Member and Parent Use of Social Media

4.1 Members, parents, and carers may refer to BPCC on personal social media accounts provided that posts:

- are respectful and not misleading;
- do not disclose confidential or sensitive information;
- do not bring BPCC, BJP, members, or officials into disrepute.

4.2 Social media must not be used to:

- harass, bully, threaten, or intimidate any person;
- publish complaints or grievances about the Club or its members;
- undermine Club decisions or governance processes.

Complaints must be raised in accordance with the Complaints & Grievance provisions.

5. Photography, Video, and Consent

5.1 Photographs or videos of members (particularly junior members) must only be taken and used in accordance with the Club's privacy policy, and consent requirements.

5.2 Members and parents must not publish images or footage of other members without appropriate consent.

5.3 Official Club images will only be used where consent has been provided.

6. Communications with Children

6.1 Direct electronic communication with junior members should, where practicable:

- include a parent or carer; or
- occur through approved Club communication channels.

6.2 All communications with children must be appropriate, professional, and consistent with the Child Safety & Protection Policy.



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7. Breaches

7.1 Breaches of this Policy may constitute a breach of the Code of Conduct, Constitution, or Club Regulations.

7.2 The Executive Committee may take action including:

- requesting removal of content;
- issuing warnings;
- applying disciplinary or administrative action as permitted.

8. Governance and Review

- This Policy is approved by the Executive Committee pursuant to the Constitution.
- It operates subject to the Constitution and Club Regulations.
- This Policy will be reviewed every two (2) years or sooner if required.

Approved by Executive Committee

Date: December 2025

Next Review: December 2027