



Essendon Keilor

Gymnastics Academy

196 Roberts Road, Airport West, 3042 | 03 9336 4077 | info@gymnasticsacademy.com.au

Policy Name: EKGA Social Media & Photography Policy

Policy applies to: EKGA Staff, Volunteers, Gymnasts and Parents. It outlines expectations for social media conduct and the use of photography and video at EKGA.

Policy Review Date: May 2030

Social Media Guidelines

Purpose

To maintain professional boundaries, protect all participants, and uphold the reputation of EKGA.

Expectations for All

- Do not post content that is negative, inappropriate, or embarrassing to EKGA or its members.
- Avoid criticism of other clubs, officials, or athletes.
- Respect privacy: do not share names or images without permission.
- Cyberbullying is treated as a criminal matter under Brodie's Law.
- Violations may result in disciplinary action or termination of membership/employment.

Staff Responsibilities

- To comply with Gymnastics Australia and Gymnastics Victoria Social media policies.
- Keep personal social profiles private.
- Do not 'friend' or message athletes or their families on social media or gaming platforms.
Do not accept or reply to messages from athletes or their families on social media or gaming platforms.
- Communicate with athletes only through parents, via the Club's hosted email, iClass, or Club's Socials, not via personal social media channels, personal email or text messaging platforms.



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- Do not post images of athletes on your private social media channels. Resharing posts from the Club's public pages is acceptable.

Athlete & Parent Guidelines

- To comply with Gymnastics Australia and Gymnastics Victoria Social media policies.
- Athletes and their families must not initiate online contact with staff.
- Athletes and Parents should not 'friend' or message Coaches or Officials on social media or gaming platforms.
- Parents should supervise their children's social media use.
- Report any concerns to a Coach or Department leader.

Photography & Filming

General Policy

EKGA may take photos and videos during classes and at competitions or events for promotional purposes, social media, internal documentation, or staff training. Where families have opted out, this is recorded in the athlete's student file.

Security cameras are installed throughout the venue and may be used for safety, security, training, or incident review. These recordings are managed in accordance with EKGA's privacy standards.

Safeguarding Expectations

EKGA is committed to Child Safe Standards. All photography and filming practices are conducted with the safety, dignity, and best interests of children as the highest priority. No image will be used in a way that risks a child's wellbeing.

Taking Photos / Filming

- Only authorised EKGA /Gymnastics Victoria / Gymnastics Australia / Australian Gymnastics Competition staff may take photos from inside the fenced gymnastics area / or from the competition floor.
- Parents may film or photograph their child from the designated viewing areas only. Flash photography is prohibited during training and events. Parents should take reasonable steps to avoid capturing other children in their photos or videos.



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- Gymnastics Victoria requires written permission from families for event photographers to take photos of gymnasts. Gymnasts whose families have not completed the waiver will not be photographed by the official event photographer at Gymnastics Victoria events.

Use of Personal Devices for Capturing Images

To comply with EKGA policy and current Victorian child safety legislation:

- **Images and videos of children must be captured using EKGA-issued devices wherever possible.**
- **Coaches must not use personal mobile phones or other personal devices** (including smartwatches or tablets) to photograph or film children during training, events, or supervision.

Exceptions may apply only when:

- The image or footage is required for legitimate EKGA purposes **offsite** (e.g. at competitions), and
- It is **impractical** to use an EKGA-owned device.

In these cases:

- The image or footage must be **uploaded to EKGA's secure system within 12 hours**.
- The content must then be **deleted from the personal device immediately**.
- The image or footage **must not be stored** on the personal device, any other device, or cloud service.
- It must **not be shared, transmitted, or used** for any purpose outside EKGA's authorised scope.

Staff must ensure that personal devices are **stored securely and not used** during supervision unless for essential purposes permitted under the legislation (e.g. emergencies, health needs, or accessibility requirements).



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Image Usage

- EKGA will not publish images that are unflattering, offensive, or inappropriate.
- Only first names will be used when team selections / competition results are published on EKGA social media channels.
- All media captured remains the property of EKGA and may be used for promotional and educational purposes, unless a family has opted out in writing.
- Gymnasts who do not want to be in the official team photo after a competition should make this known to the coach at the end of every competition. Children that participate in team photos will appear on social media as part of the results from that competition.

Inappropriate Use Reporting

- Any concerning photography or filming will be addressed by the Floor Manager or Customer Service team.
- Individuals may be asked to stop recording or to leave the venue.
- Failure to comply may result in police being contacted.

Commercial Use

- Only approved photographers may offer photos for sale via secure, private-access platforms.
- All commercial use must align with child safeguarding standards and have EKGA's prior approval.
- Gymnasts whose families have not completed the Gymnastics Victoria waiver will not be photographed by the official event photographer at Gymnastics Victoria events and will therefore not be able to purchase professional event photos.

Policy Availability

This policy is available on the EKGA website and is shared with all staff, volunteers, and members. Compliance is expected at all EKGA activities.