

Digital Media Guidelines



Purpose

These guidelines provide practical direction for committee members and administrators managing official Club social media, website and newsletter platforms. They support the Club's Privacy Policy (2026) and Safeguarding Policy (2025), and promote safe, respectful, and responsible online engagement.

1. Scope

These guidelines apply to anyone with access to or responsibility for official Club accounts ("Administrators"), including Facebook, Instagram, website, newsletters, and other digital platforms.

2. General Responsibilities

Administrators of the official Club platforms will:

- Act in the best interests of the Club at all times
- Uphold the Club's values and reputation
- Ensure all content is respectful, inclusive, and appropriate for all audiences

3. Privacy Requirements

Administrators must act in accordance with the Privacy Policy (2026) relating to consent for sharing of images and personal information.

4. Children and Safeguarding (Critical)

Administrators must follow the Club Safeguarding Policy:

- Obtain parent/caregiver consent before posting images of children
- Use general descriptions where possible (e.g. "junior runners")
- Ensure content is appropriate, respectful, and does not place children at risk
- Do not engage in private 1:1 messaging with children; use group or transparent communication channels

5. Content Guidelines

Content across all platforms should:

- Promote club activities, participation, and achievements
- Be positive, inclusive, and encouraging
- Avoid criticism of individuals or groups
- Avoid controversial or potentially divisive topics
- Not include advertisement of new equipment purchases
- Not include names of individual team members representing Feilding Moa at away events on any public social media posts
- Not include content that could embarrass or harm members

5a. Responsible Use of AI-Generated Images

When using AI-generated images or graphics on behalf of the Club, administrators will ensure:

- AI-generated images reflect the identity and values of Feilding Moa, including appropriate colours, tone, and club branding.
- AI-generated graphics may support promotion but must not replace genuine photos of members when celebrating achievements, reporting results, or sharing club moments.
- All AI-generated content (images and text) must support a positive, safe, and inclusive environment, consistent with the Club's Safeguarding Policy.
- Only authorised committee members or delegated communications volunteers may create or publish AI-generated images on official Club platforms.

6. Moderation of Content

Administrators should make best efforts to moderate the social media platforms regularly:

- Removing or hiding inappropriate content (e.g. offensive, abusive, discriminatory)
- Responding to issues promptly and calmly
- Escalating any serious concerns to the Committee or Safeguarding Officer

7. Messaging and Communication

Communication to members shall be via public communication channels wherever possible. Administrators shall:

- Ensure all communication is transparent and relevant to Club activities
- Include parents/caregivers when communicating with junior members

8. Incident Management

If an issue arises:

- Remove or restrict access to inappropriate content promptly
- Record relevant details where necessary
- Report safeguarding concerns in accordance with the Safeguarding Policy
- Escalate serious issues to the Committee or Safeguarding Officer

9. Account Management

Admin access will be limited to individuals approved by the committee for such time that the individual is undertaking that role. Access to platforms shall be removed when roles change.

11. Breaches

Breaches of these guidelines may result in removal of admin access, review by The Club committee, and, if required, action under The Club's Privacy or Safeguarding Policy.