



## Aquarius Swim Club, Sandbach: Online Social Media Policy

V1 – September 2026 to be reviewed by September 2029

### 1. Purpose & Scope

This policy governs official club social media accounts, **Facebook** and **Instagram**, as well as personal accounts when discussing club activity.

**Our Goal:** To use social media as a positive tool to celebrate achievements, foster community, and share important information, while ensuring a safe, respectful, and inclusive environment for all.

### 2. Official Page Management & Roles

- **Facebook:** Used primarily for announcements, event details, club updates, and community news. (<https://www.facebook.com/aquariusswimclub>)
- **Instagram:** Used primarily for photos, short video clips (Reels/Stories), and visual celebration of swimmer achievements. (<https://www.instagram.com/aquariussandbach/>)
- **Admin Access:** Official accounts will be managed exclusively by designated club social media / safeguarding officer.

### 3. Inclusion, Respect & Online Conduct

Aquarius Swim Club maintains a zero-tolerance policy for online bullying, harassment, and discrimination.

- **Invasive or Ableist Language:** Comments or posts containing ableist language, derogatory terms, hate speech, or personal attacks will be removed immediately, and the offending user may be blocked.
- **Respecting Privacy:** Do not share personal medical information, specific diagnosis details, or sensitive personal data of any swimmer on public comments or posts unless explicitly authorized by the swimmer/parent.
- **Constructive Tone:** Constructive feedback regarding pool management or club logistics must be directed to official club email channel, not posted on public comment sections. (Email: [aquarius.comms@gmail.com](mailto:aquarius.comms@gmail.com))

## 4. Guidelines for Personal Accounts

When swimmers, parents, or club officials post on their personal Facebook or Instagram accounts about Aquarius Swim Club:

- **Direct Messaging (DM) Policy:** Club officials and volunteers must **not** communicate with underage or vulnerable swimmers via private messaging on Facebook or Instagram. All official communications must pass through parents/guardians or official club channels.
- **Brand Representation:** Do not post content that brings the club into disrepute or uses official club logos without committee approval. Requests should be made in writing to the club chairman, and emailed to: [aquarius.comms@gmail.com](mailto:aquarius.comms@gmail.com)
- **Respect Pool Rules:** Ensure any personal photos posted from club sessions adhere to the host facility's photography guidelines.

## 5. Violations & Moderation

- **Comment Moderation:** Official Facebook and Instagram pages will use automated filters to block offensive language.
- **Policy Breach:** Violations of this policy by members, parents, or club officials will be reviewed by the designated club social media / safeguarding officer. Repeated or severe breaches may result in suspension from the club.

If you have any questions regarding this policy, please contact us.

Email: [aquarius.comms@gmail.com](mailto:aquarius.comms@gmail.com)

**Please DO NOT ask questions about this policy on our social media, all questions should be emailed instead.**