Limerick Athletic Club Social Media and Communication Policy

Purpose

The purpose of this policy is to outline Limerick AC's approach to the use of social media and its communication channels to members of the club and the general public.

Document Control

Version Number	Date	Changes
Draft	14th September 2026	Creation of document
1.0	18th November 2026	Approval by Committee

1. Introduction

The following procedure outlines how Limerick AC will communicate with members and the rules and etiquette associated with the use of social media by the club and members of the club where the information.

2. Communication Channels

a) Website

The club's website address is www.limerickathleticclub.ie. The main purpose of the website is to provide information to club members of the club's rules and regulations as well as news and updates. It shall also be the official avenue for new members to request to join the club.

b) Social Media

The club also uses Facebook and Instagram to provide updates to club members and to publicise the achievements of the club and its members.

c) WhatsApp

WhatsApp is the nominated application for communication between the club and the parents or guardians of our juvenile athletes.

3. Guideline for Communication with Juvenile Athletes

a) Coaches and volunteers must never communicate individually with a juvenile athlete. All communication regarding training, schedules, or events must be directed to the parent or guardian.
b) No juvenile athlete's contact details should be on a WhatsApp group.
c) Coaches and volunteers must never use their own personal social media accounts to contact juvenile club members. This includes Gaisce volunteers and student coaches.
d) Participants must consent to be added to a group and must be informed of the group's specific purpose.
e) Any inappropriate content should be reported immediately to the group admin, the Club Children's Officer, or the Committee.

4. Photography & Club Imagery

While Limerick AC wish to share the success of our athletes in action, safety and club values come first:

a) Consent Check: Parents or Guardians should be informed at the start of each year that they can opt their child out of any photography by the child protection officer.
b) The child protection officer shall notify the lead coach of a group that a child has been opted out of photography. These athletes must not be filmed or photographed.
c) Athletic Values: Limerick AC will endeavour to only share images that promote a healthy, athletic lifestyle. Where practical we will avoid any images that imply club endorsement.
d) Brand Identity: Where possible we will use high-quality, authentic visuals that feature official Limerick A.C. colours and logos.
e) Copyright: All imagery must comply with legal and ethical standards.
f) Official Event: Anyone seeking to take photographs at an AAI championship (county, provincial or national level) must first seek the permission of the event organiser.
g) The Club reserves the right to demand the removal of any inappropriate material that may bring Limerick AC, its officers, or members into disrepute.