

Social Media Under 16s Restrictions

Guide for Clubs, November 2025

Preparing for Upcoming Social Media Restrictions in your Club

Dear AusCycling Clubs, Coaches, and Parents,

As you may be aware, upcoming changes to social media regulations will soon limit how organisations can communicate with young people through these platforms. While social media has been a convenient tool for sharing updates, event information, and team news, these new restrictions mean we must evolve the way we connect with our junior athletes and their families.

What This Means for Clubs

If your club currently relies on social media to connect with junior riders — whether public pages, closed groups, or direct messaging, it is essential to ensure you have reliable alternative contact methods in place. This will help avoid missed information, reduce last-minute confusion, and ensure we continue to meet our duty-of-care and child-safety responsibilities.

What We Recommend

To help your club transition smoothly, please:

- Collect and update contact details for all junior athletes. We strongly recommend using parent/guardian email addresses as the primary point of contact.
- Consider using WhatsApp (or similar direct messaging platforms) for team or club-specific communications. These channels allow for fast, secure updates while ensuring communication flows through parents, not directly to minors.
- Review your current communication processes to ensure:
 - they meet the new requirements; and
 - reflect best practice in safeguarding young riders. (For example, the [National Integrity Framework](#) 'Safeguarding Children and Young People Policy' prohibits one-to-one communication by certain people with a child/young person without the inclusion of a parent/carer and/or representative)

You can review more information on the social media ban and implications for young athletes in the document attached from the Australian Sports Commission.



Supporting Our Young Athletes

Clear, safe, and consistent communication is vital to supporting the development and wellbeing of our juniors.

These changes provide an opportunity to strengthen how we engage families and ensure everyone receives timely, accurate information in a secure way.

Thank you for your cooperation as we adapt to these important changes. If you need guidance on updating your communication procedures or have questions about the new requirements, please reach out to your AusCycling regional contact or contact the AusCycling Content team at media@auscycling.org.au.

Kind regards,

Kipp Kaufmann

Executive General Manager

Club and Community Enhancement