



# SWIMMING NORTH COAST INC.

## SOCIAL MEDIA POLICY

### **Policy overview and purpose**

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Swimming North Coast Inc.

This policy contains Swimming North Coast's guidelines for the Swimming North Coast community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

## **Underlying principles**

This policy complements Swimming North Coast's core values:

- To operate as an Area Swimming Association established by Swimming New South Wales and affiliate in accordance with the constitutions of Swimming Australia and Swimming New South Wales
- to conduct, encourage, promote, advance and administer relevant swimming activities within the SNC Area.

The Management Committee of Swimming North Coast Inc is responsible for all matters related to this policy.

## **Coverage**

This policy applies to all persons who are involved with the activities of Swimming North Coast Inc, whether they are in a paid or unpaid/voluntary capacity and including:

- members, including life members of Swimming North Coast Inc
- persons appointed or elected to Swimming North Coast Inc committees, standing committees and sub-committees;
- employees of Swimming North Coast Inc;
- members of the Swimming North Coast Inc Executive;
- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- coaches and assistant coaches;
- athletes;
- referees and other technical officials;
- member associations, including Affiliated Clubs;
- affiliated swimming and non-swimming members;
- spectators and family members.

## Scope

**Social media** refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing Swimming North Coast Inc on social media; and
2. if you are posting content on social media in relation to Swimming North Coast Inc that might affect Swimming North Coast Inc's business, products, services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Swimming North Coast Inc or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to Swimming North Coast Inc may still be regulated by other policies, rules or regulations of Swimming North Coast Inc, Swimming New South Wales and Swimming Australia.

## **Using social media in an official capacity**

You must be authorised by the Management Committee before engaging in social media as a representative of Swimming North Coast Inc.

To become authorised to represent Swimming North Coast Inc in an official capacity, you must have a current Working With Children Check number and comply with the 2022 Swimming National Integrity Framework.

As a part of Swimming North Coast Inc's community you are an extension of the Swimming North Coast brand.

As such, the boundaries between when you are representing yourself and when you are representing Swimming North Coast Inc can often be blurred. Therefore, it is important that you represent both yourself and Swimming North Coast Inc appropriately online at all times.

## **Guidelines**

You must adhere to the following guidelines when using social media related to Swimming North Coast Inc or its business, competitions, teams, participants, services, events, sponsors, members or reputation.

### ***Use common sense***

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Swimming North Coast Inc.

### ***Protecting your privacy***

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

### ***Honesty***

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. Swimming North Coast Inc recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

### ***Use of disclaimers***

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of Swimming North Coast Inc) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

### ***Respect confidentiality and sensitivity***

When using social media, you must maintain the privacy of Swimming North Coast Inc's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Swimming North Coast Inc.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by Swimming North Coast Inc, it is perfectly acceptable to talk about Swimming North Coast Inc and have a dialogue with the community, but it is not okay to publish confidential

information of Swimming North Coast Inc. Confidential information includes things such as details about litigation, unreleased information and unpublished details about our teams, members, coaching and development practices, financial information etc.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

### ***Gaining permission when publishing a person's identifiable image***

While all members have signed a media waiver as part of their affiliation process, you should refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

### ***Complying with applicable laws***

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

### ***Abiding by copyright laws***

It is critical that you comply with the laws governing copyright in relation to material owned by others.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

### ***Discrimination, sexual harassment and bullying***

The public in general, and Swimming North Coast Inc's members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you may also be bound by Swimming North Coast Inc's values, Code of Conduct and the 2022 Swimming National Integrity Framework.

### ***Avoiding controversial issues***

Within the scope of your authorisation by Swimming North Coast Inc, if you see misrepresentations made about Swimming North Coast Inc in the media, you may point that out to the Management Committee of Swimming North Coast Inc. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

### ***Dealing with mistakes***

If Swimming North Coast Inc makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses Swimming North Coast Inc of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

### ***Conscientious behaviour and awareness of the consequences***

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

### ***Branding and intellectual property of Swimming North Coast Inc***

You must not use any of Swimming North Coast Inc's intellectual property or imagery on your personal social media without prior approval from Swimming North Coast Inc.

Swimming North Coast Inc's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on Swimming North Coast Inc's official social media sites or website.

You must not create either an official or unofficial Swimming North Coast Inc presence using the organisation's trademarks or name without prior approval from Swimming North Coast Inc.

You must not imply that you are authorised to speak on behalf of Swimming North Coast Inc unless you have been given official authorisation to do so by the Management Committee of Swimming North Coast Inc.

Where permission has been granted to create or administer an official social media presence for Swimming North Coast Inc, you must adhere to the Swimming North Coast Inc's Branding Guidelines.

## **Policy breaches**

Breaches of this policy include but are not limited to:

- Using Swimming North Coast Inc's name or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of the 2022 Swimming National Integrity Framework or anti-discrimination, or racial discrimination policies.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing Swimming North Coast Inc, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

### ***Reporting a breach***

If you notice inappropriate or unlawful content online relating to Swimming North Coast Inc or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.



Reports should be made to the Swimming North Coast's Member Protection Information Officer or to the Management Committee.

Further information about reporting breaches:

- For a complaint about the misuse of social media relating to a competition that occurs either prior to, during, or after the competition, refer to Swimming North Coast Inc's Competition Policy.
- For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular competition, refer to 2022 Swimming National Integrity Framework:

<https://www.swimming.org.au/resources/2022-swimming-national-integrity-framework>

### ***Investigation***

Alleged breaches of this social media policy may be investigated according to Swimming North Coast Inc's policies and By Laws.

Where it is considered necessary, Swimming North Coast Inc may report a breach of this social media policy to police.

### ***Disciplinary process, consequences and appeals***

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the Swimming North Coast Inc's Constitution and By Laws.

## Swimming North Coast Inc's Facebook Page

The Management Committee will appoint Administrators.

- Administrators shall be appointed at the first Management Committee meeting after the SNC AGM each year. These should be Management Committee members.
- A Chief Administrator shall be appointed whose role will include the following tasks:
  - a) daily monitoring of SNC FB page
  - b) respond to any queries in a timely manner (usually within 24 hours)
  - c) seek advice from other Administrators or Management Committee members if assistance is needed to answer the query
  - d) advise other Administrators when they are unable to undertake point a) and b) due to travel, ill health or other reason
  - e) delete any inappropriate or negative comments
  - f) update the SNC FB *cover photo* as often as they deem appropriate
- The other Administrators should also frequently monitor the SNC FB page and delete inappropriate and negative comments.
- Any of the Administrators may post on the SNC FB page but should include their name or initials in the post. They should also respond to any queries on their own posts in a timely manner (usually within 24 hours).
- Other Management Committee or Standing Committee members may seek temporary Administrator rights to put up posts relevant to SNC events. These rights shall be approved and granted by any of the Administrators for the duration of an event and revoked within a suitable period of time for each event.
- Administrators should endeavour to *like* posts and comments as their personal FB profile not as SNC. This can be done by using the drop-down box to the right underneath the post. There may be times when it is appropriate to *like* or *comment* as SNC.