

Social Media Policy: Narrabeen Swimming Club

March 2020

Date	Version	Comment	By
March 2020	0.1	DRAFT issue for Committee comment/approval	J Barrett
April 2020	1.0	ADOPTED by Committee Resolution 1 April 2020	J Barrett

NARRABEEN SWIMMING CLUB 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 Narrabeen Swimming Club.

This policy contains Narrabeen Swimming Club guidelines for the Narrabeen Swimming Club 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 Narrabeen Swimming Club's Objects in accordance with its Constitution, being to:

- a) conduct, encourage, promote, advance and administer Swimming throughout the Local Area;
- b) act, at all times, on behalf of and in the interest of the Members and Swimming in the Local Area
- c) affiliate and otherwise liaise with NSW and/or SA of which the Club is a Member and adopt their rule and policy frameworks to further these Objects
- d) abide by, promulgate, enforce and secure uniformity in the application of the rules of Swimming as may be determined from time to time by SA or FINA and as may be necessary for the management and control of Swimming and related activities in New South Wales;
- e) advance the operations and activities of the Club throughout the Local Area;
- f) have regard to the public interest in its operations; and
- g) undertake and or do all such things or activities which are necessary, incidental or conducive to the advancement of these Objects.

The **Social Media Co-ordinator**, as appointed from time to time by the Board, is responsible for all matters related to this policy.

Coverage

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

- members, including life members, of Narrabeen Swimming Club;
- volunteers and non-swimming members;
- persons appointed by or elected to the Board, its committees and sub-committees;
- employees of Narrabeen Swimming Club;
- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- coaches and assistant coaches;
- athletes;
- referees, umpires and other technical officials; and
- member associations.

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 Narrabeen Swimming Club on social media; and
2. if you are posting content on social media in relation to Narrabeen Swimming Club that might affect Narrabeen Swimming Club'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 Narrabeen Swimming Club 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 Narrabeen Swimming Club may still be regulated by other policies, rules or regulations of Narrabeen Swimming Club.

Using social media in an official capacity

You must be authorised by the Board of Directors of Narrabeen Swimming Club before engaging in social media as a representative of Narrabeen Swimming Club.

As a part of Narrabeen Swimming Club's, community you are an extension of the Narrabeen Swimming Club brand.

As such, the boundaries between when you are representing yourself and when you are representing Narrabeen Swimming Club can often be blurred. This becomes even more of an issue as you increase your profile or position within Narrabeen Swimming Club. Therefore it is important that you represent both yourself and Narrabeen Swimming Club appropriately online at all times.

Guidelines

You must adhere to the following guidelines when using social media related to Narrabeen Swimming Club or its business, products, 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 Narrabeen Swimming Club.

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. Narrabeen Swimming Club 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 Narrabeen Swimming Club) 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.

Reasonable use

If you are an employee of Narrabeen Swimming Club, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

Respect confidentiality and sensitivity

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

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 Narrabeen Swimming Club, it is perfectly acceptable to talk about Narrabeen Swimming Club and have a dialogue with the community, but it is not okay to publish confidential information of Narrabeen Swimming Club. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our team, coaching practices, financial position or the like.

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

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also 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 and Narrabeen Swimming Club's own copyrights and brands.

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 Narrabeen Swimming Club's employees and 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 Narrabeen Swimming Club's values, objects and other applicable policies, including:

- Swimming Australia's Safe Sport Framework; and
- Relevant Swimming NSW Policies and Procedures.

Avoiding controversial issues

Within the scope of your authorisation by Narrabeen Swimming Club, if you see misrepresentations made about Narrabeen Swimming Club in the media, you may point that out to the relevant authority in Narrabeen Swimming Club. 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 Narrabeen Swimming Club 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 Narrabeen Swimming Club 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 role and/or membership status at risk.

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

Branding and intellectual property of Narrabeen Swimming Club

You must not use any of Narrabeen Swimming Club's intellectual property or imagery on your personal social media without prior approval from Narrabeen Swimming Club's Board.

Narrabeen Swimming Club's intellectual property includes but is not limited to:

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

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

You must not imply that you are authorised to speak on behalf of Narrabeen Swimming Club unless you have been given official authorisation to do so by Narrabeen Swimming Club's Board of Directors.

Where permission has been granted to create or administer an official social media presence for Narrabeen Swimming Club, you must adhere to the Narrabeen Swimming Club Branding Guidelines.

Policy breaches

Breaches of this policy include but are not limited to:

- Using Narrabeen Swimming Club's name, motto, crest and/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 Narrabeen Swimming Club's policies and procedures.
- 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 Narrabeen Swimming Club, 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 Narrabeen Swimming Club or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to a member of the Board of Narrabeen Swimming Club or its delegate, being the Social Media Co-ordinator.

Further information about reporting breaches:

- For a complaint about the misuse of social media relating to a match or competition that occurs either prior to, during, or after a game; refer to Narrabeen Swimming Club's Policies and Procedures.
- For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular game; refer to Narrabeen Swimming Club's Policies and Procedures.

Investigation

Alleged breaches of this social media policy may be investigated according to Narrabeen Swimming Club's Policies and Procedures.

Where it is considered necessary, Narrabeen Swimming Club 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 Narrabeen Swimming Club's relevant Policies, Procedures or Constitution.

Employees of Narrabeen Swimming Club who breach this policy may face disciplinary action up to and including termination of employment in accordance with Narrabeen Swimming Club's relevant Policies, Procedures or Constitution.

Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under Narrabeen Swimming Club's Constitution.

Related policies

- Swimming Australia's Safe Sport Framework; and
- Relevant Swimming NSW Policies and Procedures.

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court
- Gaming laws