



# WARRINGAH

## Aquatic Swim Club

### Social Media Policy

#### 1. Introduction

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member based organisation, Warringah Aquatic Swim Club Inc recognises the benefits of social media as an important tool of engagement and enrichment for our members.

It is important that the reputation of Warringah Aquatic Swim Club Inc, its affiliated associations and the sport generally is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference Warringah Aquatic Swim Club Inc.

When someone clearly identifies their association with Warringah Aquatic Swim Club Inc, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately and in the ways that are consistent with Warringah Aquatic Swim Club Inc's stated values and policies.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by Warringah Aquatic Swim Club Inc committee or members that makes no reference to Warringah Aquatic Swim Club Inc or related issues.

#### 2. Scope

This policy applies to Warringah Aquatic Swim Club Inc committee, Warringah Aquatic Swim Club Inc Officials and members of Warringah Aquatic Swim Club Inc.

This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:

- 2.1. Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- 2.2. Content sharing including Flickr, Instagram (photo sharing) and YouTube (Video Sharing);
- 2.3. Commenting on blogs for personal or business reasons;
- 2.4. Leaving product or service reviews on retailer sites or customer review sites;
- 2.5. Taking part in online votes and polls;
- 2.6. Taking part in conversations on public and private web forums (message boards); or
- 2.7. Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, sponsors or Warringah Aquatic Swim Club Inc as an organisation and the reputation of the sport in general.



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### 3. Guiding Principles

The web is not anonymous. Warringah Aquatic Swim Club Inc committee members and Club members should assume that everything they write can be traced back to them.

Due to the unique nature of Warringah Aquatic Swim Club Inc, the boundaries between a Warringah Aquatic Swim Club Inc committee or member's profession, volunteer time and social life can often be blurred. It is therefore essential that committee and members make a clear distinction between what they do, think or say in their capacity as a committee member or member of Warringah Aquatic Swim Club Inc. Warringah Aquatic Swim Club Inc considers all committee members and Club members of the organisation as its representatives.

When using the internet for professional or personal pursuits, all committee and members must respect the brand of Warringah Aquatic Swim Club Inc, all Club members, other officials and members and anybody else involved in our sport and follow the guidelines in place to ensure that sport's intellectual property or its relationships with sponsors and stakeholders is not compromised (see "*Branding and Intellectual Property*" below) or the organisation is brought into disrepute.

### 4. Usage

For Warringah Aquatic Swim Club Inc committee and members using social media, such use:

- 4.1. Must not contain, or link to, libellous, defamatory or harassing content – this also applies to the use of images or nicknames;
- 4.2. Must not comment on, or publish information that is confidential in anyway;
- 4.3. Must not bring the organisation or the sport into disrepute; or
- 4.4. Must not otherwise be in breach of the Warringah Aquatic Swim Club, Swimming Metro North East, Swimming NSW and Swimming Australia Codes of Conduct.

For Warringah Aquatic Swim Club Inc members using social media, such use must not interfere with work commitments.

### 5. Branding and Intellectual Property

It is important that any trademarks belonging to Warringah Aquatic Swim Club Inc, Swimming Metro North East, Swimming NSW, or Swimming Australia are not used in personal social media applications, except where such use can be considered incidental – (*where incidental is taken to mean "happening in subordinate conjunction with something else"*).

### 6. Official Warringah Aquatic Swim Club Inc Blogs, Social Pages and Online Forums

When creating a new website, social networking page or forum for committee, Club members, competitions or members generally, care should be taken to ensure the appropriate person has given permission to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the written permission of the child's



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parents and/or guardian.

For official Warringah Aquatic Swim Club Inc blogs, social pages and online forums:

- 6.1. Posts must not contain, nor link to pornographic or indecent content;
- 6.2. Some hosted sites may sell the right to advertise on their sites through “pop up” content which may be of a questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of “pop up” content cannot be controlled;
- 6.3. Warringah Aquatic Swim Club Inc Committee members must not use Warringah Aquatic Swim Club Inc online pages to promote personal projects; and
- 6.4. All materials published or used must respect the copyright of third parties.

### 7. Consideration Towards Others When Using Social Networking Sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Warringah Aquatic Swim Club Inc committee and members must recognise that it may not be appropriate to share photographs, videos and comments in this way.

For example, there may be an expectation that photographs taken at private Warringah Aquatic Swim Club Inc events will not appear publicly on the Internet. In certain situations, Warringah Aquatic Swim Club Inc committee or members could potentially breach the Privacy Act or inadvertently make Warringah Aquatic Swim Club Inc liable for breach of copyright.

Warringah Aquatic Swim Club Inc committee or members should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person should they be asked to do so.

Under no circumstance should offensive comments be made about Warringah Aquatic Swim Club Inc, its office holders, committee or members online.

### 8. Breach of Policy

Warringah Aquatic Swim Club Inc will continually monitor online activity in relation to the organisation and the sport. Detected breaches of this policy should be reported to Warringah Aquatic Swim Club Inc.

If detected, a breach of this policy may result in disciplinary action from Warringah Aquatic Swim Club Inc under the Warringah Aquatic Swim Club Inc Constitution and By-Laws. A breach of this policy may also amount to breaches of other Warringah Aquatic Swim Club Inc governing documents including its constitution, regulations and other policies. This may involve a verbal or written warning or in serious cases, termination of membership or engagement with Warringah Aquatic Swim Club Inc.



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### 9. Definitions

- 9.1. **Warringah Aquatic Swim Club Inc Members** means those admitted as 'Club Members' under the Warringah Aquatic Swim Club Inc Constitution, Registered Swimmers and Registered Non-Swimmers under the Swimming NSW and Swimming Australia Regulations
- 9.2. **Committee** means members of the Board of Warringah Aquatic Swim Club Inc and include any person acting in that capacity from time to time appointed in accordance with the Constitution of Warringah Aquatic Swim Club Inc.
- 9.3. **The Club** means any Warringah Aquatic Swim Club Inc which is recognised by Swimming Australia and admitted as a member of Swimming NSW, and affiliated with Swimming Metro North East.
- 9.4. **Office Holder** means a person who holds a position, whether elected or appointed, as:
- 9.4.1. president, vice-president, secretary, treasurer, director, committee member or employee of the governing body (however described) of the member club
  - 9.4.2. a life member.
- 9.5. **Participants** means swimmers, coaches, office holders, technical officials and spectators
- 9.6. **Swimmer** means a swimmer registered with a Swimming Australia club.
- 9.7. **Non-Swimmer** means a non-swimmer registered with a Swimming Australia Club
- 9.8. **Spectators** mean a person who attends a Club activity.
- 9.9. **Members** includes, but not limited to:
- 9.9.1. Committee Members;
  - 9.9.2. Registered Swimmers;
  - 9.9.3. Registered non-swimmers;
  - 9.9.4. Participants
  - 9.9.5. Spectators

### 10. Consultation or Advice

This policy has been developed to provide guidance for Warringah Aquatic Swim Club Inc Committee and members in a new area of social interaction. Warringah Aquatic Swim Club Inc members and staff who are unsure of their rights, liabilities or actions online and seek clarification, should contact Warringah Aquatic Swim Club Inc.

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