



West Coast Swimming Club

West Coast Swimming Club Social Media & Electronic Communication Policy

1. Policy Aims

This policy promotes guidelines for responsible social media use and outlines how offensive or discriminatory comments will be dealt with and disciplined if appropriate. Electronic communication is essential for sharing club news and information with our members. Our communication will be timely, appropriate and related to club business.

2. Context

West Coast Swimming Club acknowledges the value of social networking sites such as Facebook, Instagram, Flickr, Youtube and Twitter etc to promote opportunities to engage in club activities and celebrate the achievements and successes of the individuals involved in our sport. The club actively uses a Closed Group Facebook account “West Coast Swimming Club” and maintains an online profile “West Coast Swimming” to communicate directly with its members. All Facebook activity is monitored by a delegated club administrator who must be an active member of the club committee. The administrator will be appointed to provide accountability and control over material published on our social media websites, such as Facebook, YouTube or Twitter.

3. Member Expectations

West Coast Swimming Club expects all people bound by the policy to conduct themselves appropriately when using social networking sites to share information related to both club activities and our sport. Social media postings, blog entries, status updates and tweets;

- Must not use offensive, abusive, intimidating, provocative or hateful language.
- Must not be misleading, false or injure the reputation of another person.
- Should respect and maintain the privacy of others. No personal information about our members will be disclosed.
- Should promote the sport in a positive way.
- Information will be presented in a family-friendly manner and feature positive club news and events.
- No statements will be made that might bring our club into disrepute.
- Offending posts will be removed and those responsible will be reminded of the Social Media Policy and if this behaviour continues will be blocked from the site.

West Coast Swimming Club encourages all members to “think before posting”. Members should recognize that even if posting to a private section of a social networking site comments can appear in public areas through a variety of means and can easily be found. Members should avoid posting something they will regret now or later.



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4. Non-compliance

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our code of conduct. Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

5. Related policies and procedures

- West Coast Swimming Club Code of Conduct
- Swimming SA , Swimming Australia Code of Conduct
- Play by the Rules Social Media

Toolkit <http://www.playbytherules.net.au/toolkits/social-media-toolkit>

The below table supplied by Swimming Australia can be used as a quick reference guide by committee members and coaches as a guide of best practice when using social media and electronic communication with its members and swimmers.

Type of Communication	General Good Practice	Inappropriate Practice
Text Messages	<ul style="list-style-type: none">• Not preferred method to communicate information to kids under 18• Communication should be sent as a group text• Parent, MPIO or committee member should be copied in to the message• Should only be used for emergencies or in a situation where information needs to be distributed quickly	<ul style="list-style-type: none">• One on one text message exchange between adult and child regardless of topic without a committee member copied in
Emails: Simple method of communicating between large groups and is traceable.	<ul style="list-style-type: none">• Group emails preferred with a committee member carbon copied (CC) into the email• One on one emails should always have another committee member, MPIO or parent copied into the email• Limit the number of emails sent to members weekly / monthly• Emails sent to persons under 18 years of age should also be sent to the parent/guardian of the recipient.	<ul style="list-style-type: none">• Emails sent to swimmers under 18 without a committee member, MPIO or parent copied in• Sending chain emails



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Instant Messaging Services MSN Messenger, Yahoo Messenger	Should not be used as a form of communication under any circumstances	<ul style="list-style-type: none"> •
Social Networking Websites: Websites such as Facebook, Twitter and Instagram are hugely popular with all ages and is a way to keep up to date with friends and colleagues.	<ul style="list-style-type: none"> • Decline friend requests from under-aged swimmers • If a dedicated club Facebook page is created, monitor all comments and ensure only club information is uploaded • A closed Facebook page/group can be used if the club is wishing to communicate directly to members / squads. 	<ul style="list-style-type: none"> • Adding under-aged swimmers as 'friends' on social networking sites • Accepting friend requests from under-aged swimmers • Messaging via social network to swimmers without parental consent

Key Points:

- Best method of communication to members and swimmers is via email with committee members carbon copied into the email
- Text messages should only be used to disseminate information quickly and should always include a committee member or MPIO
- All coaches, staff, volunteers, parents and members should always behave responsibly and respectfully when online or texting. They should not post or discuss unfavourable comments about coaches, players, any helper or volunteer, parents or club/s.
- Coaches and committee members should not accept friend requests on social media from under-aged swimmers

Approved By	Date	Review Date