



West Coast Swimming Club

West Coast Swimming Club Social Media 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 enormous value of social networking websites 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.

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>

Approved By	Date	Review Date
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