



# *NORTHAM SWIMMING CLUB INC.*

ABN: 68 374 895 190

## **Social Media and Communications Policy**

### **Policy Overview**

The use of electronic communication can be a very effective way to share information and club news. It is expected that the communication that occurs should be timely, relevant to club business, and appropriate. This policy aims to ensure that when using the various forms of electronic communication, individuals are aware of their personal obligations and responsibilities.

There is potential risk associated with the use of the internet when posting online, sending emails and text messages as the content may be subject to law. Common areas that can be subject to law are racial discrimination, breach of copyright and defamation.

This is a practical guide to enable all parties to benefit from the use of the various methods of electronic communication whilst at the same time protecting those using these tools and minimising the potential risks.

### **The Role of the Club**

#### **Social Media Websites:**

Social Media refers to any online functions or tools which allow an individual to share and/or communicate information via the internet.

- All postings including written, videos and photographs will include only positive club news and events and be considered as family friendly.
- Consent needs to be sought (in writing) when posting an image of a person, or from parents where the individual is under 18 years old.
- Any information and or image/s of a person are to be removed if they request you to do so.
- The club will consider all postings on social media, status updates, blogs and tweets as public comment.
- Privacy settings on social media platforms to be adjusted to control the amount and type of information that is shared in order to act as a security precaution.
- No personal information will be disclosed about members.
- Discriminatory, abusive, offensive or intimidating statements will not be tolerated. Any offending comments will be removed and the individual responsible will be blocked from the site.
- No statements are to be made which could potentially bring the club into disrepute.
- No statements are to be made that could be considered false, misleading or likely to injure a person's reputation.



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## **Email and SMS**

Emails and SMS may be used in order to provide information concerning competition, training, club sanctioned social events and any other appropriate club related business.

- An SMS message should be brief and about club matters only
- Should more information be required an email can be used
- All communication involving children will be directed through their parent or guardian

## **Our Club Website:**

- The club website will include information to be conveyed regarding training competitions, rules and by-laws, policies, volunteer appreciation, the club constitution and social events.
- Written consent is necessary in order to publish a photograph and when this involves children permission from their parent or guardian.
- Regular review will occur in order to improve the website.

In summary, it is important to think before using electronic communication. At any time there is doubt as to whether or not the content intended to post or send is appropriate, seek advice or refrain from sharing the content.

## **Club Expectations**

When using electronic communication it is expected that club members and volunteers will conduct themselves appropriately. This entails the sharing of information with other club members or posting material on public websites. Electronic communication should adhere to the following guidelines;

- Will not be offensive, humiliating, intimidating or bully another individual
- Be restricted to club matters
- Be respectful and ensure the privacy of others
- Will not be in any way be false, misleading or likely to cause injury to the reputation of another individual

## **Breach of Policy**

It is possible that volunteers and members that are found to send electronic communication or post online comments or content that may be considered as offensive, humiliating, intimidating or a form of harassment as referred to in our code of conduct may face disciplinary action.

An individual may be liable for defamation should they at any time publish information on the internet that would be considered as misleading or false.

A volunteer or member must also be aware that cyber bullying under certain circumstances may be considered as a criminal offence which can be reported to police.