

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 the Immanuel Piranhas Swim Club Inc (IMSC).

This policy contains guidelines for the IMSC 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 IMSC's core values and aims:

- Encourage as many individuals to take part in the sport of swimming regardless of their age or level of swimming competence;
- To provide a safe, structured environment in which swimmers can enjoy developing those skills essential for competitive and social swimming; and
- Improve the performance of keen and talented individuals in the sport at all levels of Surf, Open Water and Pool Swimming.

The President is responsible for all matters related to this policy.

Coverage

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

- members, including life members of IMSC
- persons appointed or elected to the Committee or any Sub-Committee;
- coaches and assistant coaches;
- swimmers;
- volunteer officials;
- member associations; and
- spectators and family members.

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, Instagram, Twitter, LinkedIn, Google+, Pinterest, SnapChat, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, 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, Roblox, 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:

- an officially designated individual representing IMSC on social media; and
- if you are posting content on social media in relation to the IMSC that might affect IMSC's reputation, services, events, sponsors, or members.

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 IMSC or its services, competitions, teams, participants, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to the IMSC may still be regulated by other policies, rules or regulations of the IMSC.

Using social media in an official capacity

You must be authorised by the President or Committee before engaging in social media as a representative of the IMSC.

To become authorised to represent the IMSC in an official capacity. As a part of IMSC's community you are an extension of the IMSC brand.

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

Reasonable use

If you are a volunteer of the IMSC, 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 the IMSC's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of the IMSC.

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

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 the IMSC'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 the IMSC volunteers 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 the IMSC's values, Code of Conduct and Anti-Bullying Policy.

Avoiding controversial issues

Within the scope of your authorisation by the IMSC, if you see misrepresentations made about IMSC in the media, you may point that out to the relevant authority in the 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 the IMSC makes an error while posting on social media, be upfront 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 the IMSC 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.

Branding and intellectual property

You must not use any of IMSC's intellectual property or imagery on your personal social media without prior approval from the Committee.

IMSC's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on IMSC official social media sites or website.

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

You must not imply that you are authorised to speak on behalf of the IMSC unless you have been given official authorisation to do so by the President.

Where permission has been granted to create or administer an official social media presence for the IMSC, you must adhere to the IMSC Branding Guidelines if applicable.

Policy Breaches

Breaches of this policy include but are not limited to:

- Using the IMSC'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 the IMSC's values, Code of Conduct and Anti-Bullying Policy or any other policy.
- 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 the IMSC, 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 IMSC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

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; or
- 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.
- Please refer to Swimming Australia National Integrity Framework.

Investigation

Alleged breaches of this social media policy may be investigated, and where it is considered necessary, the IMSC 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 Swimming Australia Member Protection Policy.

Volunteers of the IMSC who breach this policy may face disciplinary action up to and including termination of employment in accordance with the Swimming Australia Member Protection Policy or any other relevant policy.

Related policies

- [Code of Conduct](#)
- Anti-Bullying Policy
- Communication Policy
- Drug & Alcohol Policy
- [Swimming Australia National Integrity Framework](#) (incl. Member Protection Policy)

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

- Defamation
- Intellectual property laws, including copyright and trademark 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
- Youth Law Australia (<https://yla.org.au/sa/topics/internet-phones-and-technology/cyber-bullying/>)