



Social Media Policy

Social Media Policy

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Social Media Policy

IMPORTANT POINTS

- This Policy sets out guidelines and boundaries in relation to the appropriate use of Social Media as implemented by Swimming Australia.
- This Policy covers Social Media use within Swimming Australia as well as public users of Swimming Australia's Social Media and personal social media use by Relevant Persons.
- Social Media must be used in a manner that upholds the policies and procedures of Swimming Australia and in a way that reflects the responsible and upstanding principles of the organisation.
- The use of Social Media should be appropriate, responsible and ethical.
- All communication posted, shared or sent on Social Media should be considered official communications of Swimming Australia and, therefore, must be consistent with the values, ethics, policies, aims and objectives of Swimming Australia.
- Relevant Persons must take their employment, engagement or affiliation with Swimming Australia into account when using Social Media.

1. INTRODUCTION

- (a) Swimming Australia embraces Social Media and digital communication as a valuable tool to engage and connect with its members, swimmers, supporters, sponsors and other key stakeholder groups, and recognises that Social Media is an important part of the way members communicate.
- (b) However, with the rapid and continued growth and evolution of Social Media, Swimming Australia also recognises the need for an overarching policy that ensures Relevant Persons who choose to use Social Media have an understanding about appropriate guidelines and boundaries.
- (c) The intention of this Social Media Policy (**Policy**) is to establish a culture of openness, trust and integrity in activities surrounding Social Media and the Internet.

2. PURPOSE

- (a) The purpose of this Policy is to summarise Swimming Australia's requirements of its Relevant Persons when using Social Media, whether on behalf of Swimming Australia or personally.
- (b) The Schedule to this Policy provides the terms of use which apply to public users of Swimming Australia's Social Media.
- (c) The aim of this Policy is to:
 - (i) outline the terms and conditions which apply to public users of Swimming Australia's Social Media;
 - (ii) ensure that Relevant Persons understand Swimming Australia's approach to Social Media, and its expectations for the personal and/or professional use of online communication channels;
 - (iii) promote and encourage appropriate use of Social Media by Relevant Persons; and
 - (iv) govern the terms of use by Relevant Persons of Swimming Australia-controlled Social Media.

- (d) This Policy also aims to protect the Intellectual Property Rights, Confidential Information, brand, reputation, profitability and viability of Swimming Australia as well as the rights and interests of Relevant Persons.

3. APPLICATION OF THIS POLICY

- (a) This Policy applies to all communications published by Relevant Persons on Social Media.
- (b) The Schedule to this Policy applies to all external users and sets out the terms which apply to the public access and use of Social Media services conducted by Swimming Australia.
- (c) This Policy is to be read together with each other policy referred to in the Team Member Agreement.
- (d) This Policy is an official policy of Swimming Australia and therefore binds individuals who are a party to the Team Member Agreement and the Swimmer Agreement. A breach of this policy by a Relevant Party who is party to either or both agreements therefore constitutes a breach of the applicable agreement.
- (e) This Policy may be updated by Swimming Australia from time to time, with the amended Policy effective on the date and time it is published.

4. POLICY GUIDELINES

- (a) The use of Social Media should be regarded as an essential and convenient tool in day to day business and will be treated as such. It must, however, be used in a manner that upholds the policies and procedures of Swimming Australia and in a way that reflects the responsible and upstanding principles of the organisation.
- (b) The use of Social Media should be appropriate, responsible and ethical. All communication posted, shared or sent on Social Media should be considered official communications of Swimming Australia and/or the Relevant Person (as applicable), in the same manner (in the case of Swimming Australia) as documents on Swimming Australia letterhead and, therefore, must be consistent with the values, ethics, policies, aims and objectives of Swimming Australia.
- (c) The following are guiding principles for the use of Social Media, which are at all times subject to the specific provisions of this Policy:
 - (i) the Internet is not anonymous. Assume that everything written can be traced back to its original source;
 - (ii) due to the unique nature of sport and sporting organisations, the boundaries between work, volunteer time and social life can often be blurred. It is therefore essential that Social Media users make a clear distinction between the actions they take in a professional capacity and the actions they take or the things they say in a personal capacity; and
 - (iii) honesty is always the best policy, especially online - it is important that Social Media users think of the Internet as a permanent record of online actions and opinions.

5. BUSINESS USE

- (a) Only Authorised Users are authorised to comment or publish information on Social Media on behalf of Swimming Australia.
- (b) Any Authorised User may provide authorisation to other Relevant Persons, but only where written confirmation from the Contact Person has been supplied.
- (c) To become an Authorised User of specific Social Media, a Relevant Person must gain the approval of the Contact Person in writing.
- (d) Once a Relevant Person has received authorisation to use Social Media for and on behalf of Swimming Australia, the Relevant Person must:
 - (i) comply with the terms of this Policy;
 - (ii) if applicable, disclose that they are an employee/contractor of Swimming Australia or the relevant Swimming Australia member association;
 - (iii) use only authorised Swimming Australia accounts with the particular Social Media, unless authorised to use an approved official account;
 - (iv) only disclose and comment on information classified as information already within the public domain;
 - (v) ensure that all content published is accurate and not misleading, and complies with all relevant Swimming Australia policies and other relevant requirements;
 - (vi) comment only on the Relevant Person's area of expertise and authority;
 - (vii) ensure comments are respectful and not (without limitation) discriminatory (as defined in the Swimming Australia Member Protection Policy), threatening, slanderous or defamatory; and
 - (viii) adhere to the terms and conditions of use for the Social Media platform or Website being used.
- (e) The Relevant Person must not:
 - (i) do anything that may cause harm to the business, brand, reputation or rights of Swimming Australia or its Associated Parties;
 - (ii) disclose information about an Associated Parties that is confidential or commercially sensitive without the written approval of the Associated Party and Swimming Australia;
 - (iii) disclose any Confidential Information without the appropriate written approval;
 - (iv) post or share any material that aims to promote their own commercial interests which are unrelated to Swimming Australia, or in conflict with Swimming Australia and/or its Associated Parties; or
 - (v) post or share any material that might otherwise cause or be likely to cause damage to Swimming Australia and/or its Associated Parties' reputation, or bring or be likely to bring Swimming Australia, its Associated Parties, the Relevant Person or the sport of swimming into disrepute.

- (f) Relevant Persons are encouraged to contact Swimming Australia's Authorised Users with any Social Media requests so Swimming Australia can act on their behalf and to 'share' posts that are created and shared by Swimming Australia Authorised Users.
- (g) At all times when using Social Media for and on behalf of Swimming Australia, Relevant Persons must comply with this Policy and any training, directions and guidance provided by Swimming Australia about how to use Social Media.
- (h) Where accessing Social Media via the Computer Network, all Relevant Persons must:
 - (i) not provide comments to journalists, politicians or lobby groups other than in the course of their official duties, as approved under this Policy; and
 - (ii) not spend unreasonable amounts of time using Social Media that is unrelated to their official duties.
- (i) Swimming Australia must ensure that a comment moderation policy or terms and conditions are clearly available when inviting comments from the public on an official Swimming Australia website or Social Media platform.
- (j) All Swimming Australia Website activity, including the use of Social Media, must be approved by the Contact Person unless otherwise authorised under this Policy.

6. PERSONAL USE

- (a) Relevant Persons should be aware that communications made through Social Media have the potential to impact on Swimming Australia and its employees and representatives. Potential damage may be caused in certain circumstances, whether or not the Relevant Person is identified as having an affiliation with Swimming Australia.
- (b) Relevant Persons must take their employment, engagement or affiliation with Swimming Australia into account when using Social Media, particularly in the following circumstances:
 - (i) Social Media use that has the capacity to damage the Relevant Person's professional reputation;
 - (ii) Social Media use that has the capacity to damage the reputation of Swimming Australia and its Associated Parties;
 - (iii) Social Media use that has the capacity to damage the Relevant Person's ability as a Swimmer (as applicable);
 - (iv) Social Media use that has the capacity to damage the Relevant Person's ability to work with their colleagues; and
 - (v) Social Media use that breaches another Swimming Australia policy.
- (c) When using Social Media in circumstances that are intended to be personal or private, Relevant Persons must:
 - (i) make it clear that the Relevant Person's private opinions are their own and not say or do anything that may indicate that they represent either the views of Swimming Australia or their connection with Swimming Australia. The Relevant Person may wish to use a disclaimer such as "any views expressed

on this post/page/site/account are those of the author only" or "these views are personal and mine alone, not that of Swimming Australia or any other affiliated party";

- (ii) not publish anything harmful, obscene, abusive, offensive or illegal as a consequence of which harm may be caused to Swimming Australia or its Associated Parties;
- (iii) not post any material that might otherwise cause or be likely to cause damage to Swimming Australia's reputation or the Relevant Person's reputation, or bring or be likely to bring Swimming Australia, the Relevant Person or any Associated Parties into disrepute;
- (iv) not post or share content that is in breach of one or more of Swimming Australia's policies;
- (v) not 'like' or 'share' any publication or post of the kind described in subparagraphs 6(c)(ii) - 6(c)(iv);
- (vi) not disclose information about Swimming Australia or its business or operations that is confidential or likely to cause harm to Swimming Australia or its Associated Parties;
- (vii) only disclose and discuss publicly available information;
- (viii) not use or disclose Swimming Australia's Intellectual Property Rights or Confidential Information, including but not limited to Swimming Australia's logos, a Swimming Australia email address or insignia, without Swimming Australia's prior consent;
- (ix) not use the identity or likeness of a Swimming Australia employee or representative;
- (x) ensure that they are respectful of others at all times and comply with Swimming Australia's policies if they interact with (or about) Swimming Australia-related matters;
- (xi) adhere to the terms and conditions of use of the relevant Social Media platform; and
- (xii) comply with all laws including, but not limited to: misleading and deceptive conduct, anti-discrimination, victimisation, vilification, privacy, intellectual property, anti-bullying, harassment and defamation.

7. MONITORING & PRIVACY

- (a) While it is not Swimming Australia's usual practice to do so, Swimming Australia may intercept or monitor Relevant Persons' use of Social Media on the Computer Network.
- (b) This may include, but is not limited to, the interception and/or reading of any message sent or received and any page visited via the Internet. By using Swimming Australia's Computer Network facilities, the Relevant Person is deemed to have consented to such monitoring by Swimming Australia.

- (c) Swimming Australia may record any information posted to its Social Media and may use that information for the purposes of administering such Social Media or any other purpose consistent with Swimming Australia's Privacy Policy.
- (d) Swimming Australia strongly recommends that all Relevant Persons protect their own personal privacy by not including personal information in Social Media communications (for example but not limited to, email addresses, residential addresses and telephone numbers).

8. RESPONSIBILITIES

- (a) All Relevant Persons have a responsibility to ensure that their actions in relation to the use of Social Media comply with this Policy.
- (b) In particular, Relevant Persons are required to:
 - (i) comply with this Policy;
 - (ii) report any perceived incidence of non-compliance with this Policy to Swimming Australia, and to maintain confidentiality while the incident is being resolved; and
 - (iii) contribute to the elimination of the Improper Use of Social Media from Swimming Australia's work environment.
- (c) If a Relevant Person becomes aware of inappropriate or unlawful content, or content that is in breach of this Policy, relating to Swimming Australia, they should report the circumstances to the Contact Person.

9. EDUCATION

- (a) Swimming Australia makes a commitment to actively educate Relevant Persons on what is an appropriate use of Social Media, and what is not as well as the positives associated with Social Media usage.
- (b) Relevant Parties must take part in these education opportunities as reasonably directed by Swimming Australia.

10. OTHER EVENTS

- (a) Relevant Parties are advised that their participation on other teams and at other major events such as the Olympic, Paralympic and Commonwealth Games may involve an adherence to additional guidelines, by-laws and contractual obligations, in relation to use of Social Media.
- (b) Where team agreements are in place for such teams and events, such guidelines, by laws and contractual obligations need to be followed in conjunction with this Policy to the greatest extent possible.

11. CONSEQUENCES

- (a) If directed by Swimming Australia, the responsible Relevant Person will remove, rectify and/or publish a correction about, any material published on Social Media that, in the view of Swimming Australia, may breach this Policy.
- (b) A Relevant Person who breaches this Policy may be responsible for any loss suffered by Swimming Australia, or its Associated Parties.

- (c) If a claim that Social Media has been used improperly is substantiated, disciplinary action may result.
- (d) Breaches of this Policy will be dealt with in accordance with the disciplinary provisions under Swimming Australia's Swimmer and Team Member Code of Conduct.

12. DEFINITIONS

For the purpose of this Policy, the below definitions apply. Capitalised terms not defined in this Policy have the same meaning as that given to them in the Team Member Agreement.

Associated Parties mean Swimming Australia Members, Sponsors, stakeholders and other parties associated with Swimming Australia.

Authorised User means a person authorised in accordance with clause 5(c) of this Policy to use Social Media on behalf of Swimming Australia.

Coach means any coach accredited with Swimming Australia.

Computer Network includes all Internet, email and computer facilities provided, supported or paid for by Swimming Australia. It includes but is not limited to, desktop computers, laptop computers, iPads, tablets, mobile devices and any other means of accessing Swimming Australia's email, Internet and computer facilities (including, but not limited to, a personal home computer which has access to Swimming Australia's IT systems).

Contact Person means the Head of Media & Communications, Swimming Australia.

Improper Use means the use of Social Media in a way that does not comply with this Policy.

Internet means a worldwide electronic communications network providing access to millions of resources, not all of which are free. The World Wide Web is one element of the Internet.

Policy means this Social Media Policy as amended from time to time.

Relevant Persons mean:

- (i) Team Members;
- (ii) Swimmers;
- (iii) parents and guardians of Swimmers under the age of 18;
- (iv) Technical Officials; and
- (v) Coaches.

Social Media means any website or application that enables users to create and share content or participate in one or both of social and online networking, including but not limited to:

- (i) external social networking sites (eg Facebook, Instagram and LinkedIn);

- (ii) internal Websites;
- (iii) video and photo-sharing Websites (eg Instagram, Flickr, YouTube);
- (iv) micro-blogging sites (eg Twitter);
- (v) weblogs, including all corporate blogs, personal blogs or blogs hosted by traditional media publications (eg 'comments' or 'your say' features on news Websites);
- (vi) forums and discussion boards;
- (vii) online encyclopaedias (eg Wikipedia);
- (viii) instant messaging (including WhatsApp, SMS and Snapchat);
- (ix) product or service reviews on retailer or customer review sites (eg Yelp, Air BnB);
- (x) vod and podcasting; and
- (xi) any other Websites that allow individual users or companies to use simple publishing tools.

Sponsor means sponsor of Swimming Australia, whether the sponsorship is cash or contra or a combination of both.

Swimmer means an individual who has signed, or is required to sign, a Swimmer Agreement.

Team Member means an individual who has signed, or is required to sign, a 'Team Member Agreement' with Swimming Australia including but not limited to the team manager, team doctors, physiotherapists, sports scientists and dietitians.

Technical Official means an official registered with Swimming Australia.

Websites mean Instagram, Facebook, Twitter, Snapchat, LinkedIn, Reddit, YouTube, Blogs, Wikipedia and any other website or application where content can be shared and peer to peer networking conducted.

SCHEDULE

SOCIAL MEDIA TERMS OF USE

This document contains simple terms of use to apply to public access and use of social media services conducted by Swimming Australia.

1. Swimming Australia uses social media to provide useful information regarding our events, partnerships, services and to interact with members, customers and users of those services. To ensure that this social media space is kept fair, safe and for all to enjoy, we ask users to follow and respect the following rules:
2. We ask users not to:
 - (a) impersonate any other person;
 - (b) abuse, intimidate, threaten or otherwise violate the legal rights (such as privacy and publicity) of others;
 - (c) publish, post or distribute or disseminate any discriminatory (as defined in the Swimming Australia Member Protection Policy), defamatory, infringing, obscene, hateful, indecent, misleading or unlawful material or information;
 - (d) upload or attach files that contain software or other material protected by intellectual property laws unless the user owns or control the rights, or has received all necessary consents;
 - (e) upload or attach files that contain viruses, corrupted files, or any other similar software, or, programs that may damage the operation of someone else's computer;
 - (f) delete any author attributions, legal notices or proprietary designations or labels in any file that is uploaded;
 - (g) advertise products or services to take advantage of this page as a vehicle for business or self-promotion;
 - (h) post or upload links to external websites; or
 - (i) conduct any other activity that may expose Swimming Australia to civil liability.
3. Our social media pages are not intended as complaints forums. Swimming Australia encourages feedback and if you wish to provide feedback on our services or make a complaint, we ask that you email us directly by email on Kate.Hutchison@swimming.org.au or call us on (03) 9910 0700.
4. While we like seeing your comments, photos, videos and posts, we reserve the right to remove any user content that is offensive, off-topic or inappropriate. Failure to comply with these rules will result in user content being removed and users may be banned from accessing our page.
5. We also ask users to consider the content of the information they are intending to share before they upload it to Swimming Australia's social media pages. Once it has been uploaded, the content will be in the public domain. Users should check their personal settings to protect their identity and personal information.

6. Links to external websites and other third-party social media presences from a Swimming Australia social media presence are provided as a convenience to users and such sites and associated content are not under the control of Swimming Australia. The inclusion of any link (or retweet) does not imply endorsement of that website, content, service or person by Swimming Australia. Swimming Australia is also not responsible for the reliability of links, or for any loss or inconvenience arising from their use.