



NORTHCOTE SWIMMING CLUB SOCIAL MEDIA POLICY

Policy Overview and Purpose

Social media is changing the way we communicate.

This policy has been developed to inform our members and community about responsible use of social media so everyone can participate safely, by understanding their responsibilities and obligations. In particular, this policy provides practical guidance that allows everyone to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy supports a culture of openness, trust and integrity in all online activities related to the Northcote Swimming Club (NTC). It contains guidelines for the NTC community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media use is not specified in this policy, you should use common sense or seek out advice from those who have approved this policy.

Coverage

This policy applies to everyone involved with the activities of NTC, whether in a paid or unpaid/voluntary capacity.

All NTC stakeholders, including volunteers, members and family are bound by this policy.

- members, including life members of NTC
- persons appointed or elected to the NTC committee
- NTC coaches and assistant coaches
- Family members of NTC 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:

- Team App
- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, 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, Second life, 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 Northcote Swimming Club on social media; and
- if you are posting content on social media in relation to Northcote Swimming Club that might affect NTC's business, products, services, events, sponsors, members or reputation.

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

Using social media in an official capacity

You must be authorised by the Northcote Swimming Club President before engaging in social media as a representative of Northcote Swimming Club.

As a part of NTC's community you are an extension of the NTC brand. As such, the boundaries between representing yourself and representing NTC can often be blurred. Therefore it is important that you represent both yourself and NTC appropriately online at all times.

Guidelines

All members of the NTC community are expected to comply with the following guidelines when using social media related to NTC or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so, or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. As an ambassador for NTC, it is imperative that good judgement is used to making decisions around posting or sharing all material.

Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Honesty

Your honesty, or dishonesty may be quickly noticed in the social media environment. You should not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. NTC recommends erring on the side of caution - if in doubt do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of NTC) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble, as it may not have legal effect.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of NTC's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of the Northcote Swimming Club

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

When using social media you should be considerate of 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 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.

Discrimination, sexual harassment and bullying

The public in general, and NTC's employees 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.

Avoiding controversial issues

Within the scope of your authorisation by NTC, if you see misrepresentations made about NTC in the media, you should report these to the relevant authority in the Northcote Swimming 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 NTC makes an error while posting on social media, be up front 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 NTC 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.

Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your NTC membership at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

Policy breaches

Breaches of this policy include but are not limited to:

- Using NTC's name, motto, or logo in a way that would result in a negative impact for the organisation, club 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 participating in training or competition, would result in a breach of the NTC Code of Conduct.
- Posting or sharing any content in breach of Northcote Swimming Club's anti-discrimination, racial discrimination, sexual harassment or other similar 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 Northcote Swimming Club, 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 NTC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the Club President.