

OCTOBER 2022

# WASC SOCIAL MEDIA POLICY

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## Introduction

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member based organisation, Warringah Aquatic Swim Club Inc (WASC) recognises the benefits of social media as an important tool of engagement and enrichment for our members.

It is important that the reputation of Warringah Aquatic Swim Club Inc, its affiliated associations and the sport generally is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference Warringah Aquatic Swim Club Inc.

When someone clearly identifies their association with Warringah Aquatic Swim Club Inc, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately and in the ways that are consistent with Warringah Aquatic Swim Club Inc's stated values and policies.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by Warringah Aquatic Swim Club Inc committee or members that makes no reference to Warringah Aquatic Swim Club Inc or related issues.

# Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. Social media includes, but is not limited to, activities such as:

- Social networking sites (e.g. Facebook, Instagram, TikTok, Twitter, LinkedIn, Google+, Pinterest, 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 WASC Inc on social media; and
- if you are posting content on social media in relation to WASC Inc that might affect WASC'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 WASC or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to WASC may still be regulated by other policies, rules or regulations of WASC.

# Guiding Principles

The web is not anonymous. Warringah Aquatic Swim Club Inc committee members and Club members and their families should assume that everything they write can be traced back to them.

Due to the unique nature of Warringah Aquatic Swim Club Inc, the boundaries between a Warringah Aquatic Swim Club Inc committee or member's profession, volunteer time and social life can often be blurred. It is therefore essential that committee and members make a clear distinction between what they do, think or say in their capacity as a committee member or member of Warringah Aquatic Swim Club Inc. Warringah Aquatic Swim Club Inc considers all committee members and Club members of the organisation as its representatives.

When using the internet for professional or personal pursuits, all committee and members must respect the brand of Warringah Aquatic Swim Club Inc, all Club members, other officials and members and anybody else involved in our sport and follow the guidelines in place to ensure that sport's intellectual property or its relationships with sponsors and stakeholders is not compromised (see "Branding and Intellectual Property" below) or the organisation is brought into disrepute.

## Usage

For Warringah Aquatic Swim Club Inc committee and members using social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content – this also applies to the use of images or nicknames;
- Must not comment on, or publish information that is confidential in anyway;
- Must not bring the organisation or the sport into disrepute; or
- Must not otherwise be in breach of the Warringah Aquatic Swim Club, Swimming Metro North East, Swimming NSW and Swimming Australia Codes of Conduct.

For Warringah Aquatic Swim Club Inc members using social media, such use must not interfere with work commitments.

# Guidelines

You must adhere to the following guidelines when using social media related to WASC 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. Remember, you are an ambassador for WASC.

## ***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. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. WASC 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 WASC) 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 - it may not have legal effect.

### ***Reasonable use***

If you are an employee of WASC, 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 WASC's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of WASC.

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

When using social media you may also be bound by Swimming Australia's and Swimming NSW's values and Anti-Discrimination, Harassment and Bullying Policy.

### ***Avoiding controversial issues***

Within the scope of your authorisation by WASC, if you see misrepresentations made about WASC in the media, you may point that out to the relevant authority in the WASC committee. 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 WASC 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 WASC 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 membership at risk.

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

### ***Branding and intellectual property of WASC***

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

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

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

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

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

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

# Policy breaches

Breaches of this policy include but are not limited to:

- Using WASC'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 competitions would result in a breach of the rules of the competition.
- Posting or sharing any content in breach of WASC'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 WASC, 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 WASC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Contact the Secretary or President of WASC, contact details on the WASC website: <https://warringahasc.com.au>

Further information about reporting breaches:

- For a complaint about the misuse of social media relating to a competition that occurs either prior to, during, or after a competition; refer the matter to the Meet Director of that competition in the first instance.
- For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular competition; refer to the Swimming Australia Member Protection Policy.



### ***Investigation***

Alleged breaches of this social media policy may be investigated according to Swimming Australia's Member Protection Policy.

Where it is considered necessary, WASC 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 Swimming Australia's Member Protection Policy.

Employees of WASC who breach this policy may face disciplinary action up to, and including, termination of employment in accordance with Swimming Australia's Member Protection Policy or any other relevant policy.

### ***Appeals***

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under Swimming Australia's Member Protection Policy or any other relevant policy.

### ***Related policies of Swimming NSW and Swimming Australia***

- Code of Conduct
- Anti-Discrimination, Harassment and Bullying Policy
- Acceptable IT use Policy
- Member Protection Policy
- Grievance Policy
- Child Protection Policy
- Data Protection Privacy Policy, including opt-in consents
- Appeals & Resolution Procedures Policy

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

- Defamation
- Intellectual property laws, including copyright and trade mark 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