



TigerSharks Swimming Club Inc.

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19 July 2011

Social Media Guidelines

These are the official guidelines for all social media activity at Casey TigerSharks. This policy is effective for all coaches, members, committee members and swimmers creating or contributing to blogs, social networks (Facebook etc), virtual worlds or any other kind of social media.

The Committee of Management for the Tigersharks expects all its members to understand and follow these guidelines. Failure to do so could put your future membership at the Casey TigerSharks at risk. These guidelines will continually evolve as new technologies and social networking tools emerge – so ensure you check back once in a while to make sure you are up to date.

When you Engage

If you participate in Social Media, please follow these guiding principles:-

- Stick to your area of expertise and provide unique, individual perspectives on what's going on at Casey TigerSharks
- Post meaningful & **at all times respectful comments** – in other words, no spam and no remarks that can be deemed as offensive or disrespectful
- Always pause and think before posting
- When disagreeing with others opinions, keep it appropriate and polite
- Do not take to Social Media platforms to post remarks that can be deemed as hurtful to another member of the Casey TigerSharks, its coaches, staff, committee, fellow swimmers, officials and members of the wider swimming community under the auspices of Swimming Australia.
- Cyber Bullying via Social Media outlets will not be tolerated under any circumstances and any breach will be treated accordingly. Please note if in serious breach the relevant authorities will be contacted to deal with the matter.
- Do not use Social Media outlets as a means of making derogatory comments regarding the management, coaching, welfare, swimmer concerns or issues with the Casey TigerSharks

Social Media and Member Welfare

The Casey TigerSharks Committee views bullying on any level as extremely serious. Cyber bullying falls under this category. The Committee will follow up complaints of bullying, harassment, intimidation and victimisation by any and all members.

Current legislation determines Cyber-bullying as an intentional, repeated behaviour by an individual or group to cause distress or undue pressure to others using technology and social media outlets.

The Casey TigerSharks deem cyber bullying can occur via:-

1. Email
2. Chat room exchanges
3. Discussion groups or forums
4. Instant messaging
5. Social networking sites such as Facebook, My Space etc
6. Mobile Phone use – text and picture messaging, video clips etc

Failure to adhere to this Policy could see possible suspension, cancelling of Membership and passing on serious cases to the appropriate authorities.

Recent changes to the Victorian Crimes Act now mean that repeated acts of bullying are now classified in Victoria under the criminal offence of stalking.

In theory, if not in practice, bullying - either at work, at school or online (cyber-bullying) - is now punishable by a maximum term of 10 years imprisonment

Rules of Engagement

Be Respectful – Your comments will be quickly noticed in the social media environments

Write what you know – make sure you write and post about areas of your expertise. Parents of swimmers should not be making remarks on coaches training techniques for example via Social Media

Respect your Club – be aware of the far reaching powers of the internet. Remember you are personally responsible for your content and posts. What you write reflects back on your club – respect the brand, do your club proud

Your responsibility – what you post is ultimately your responsibility, so please treat it seriously and with respect

Be a Leader – do not accept or post comments that hurt the overall brand and social perception of the Casey TigerSharks. Remember that Google has a long history!

Did you screw up? – if you make a mistake in the Cyber World admit it. If you have posted a comment that can be deemed inappropriate remove it and apologise for it – be upfront and quick with your correction

Pause – if you are about to publish a comment about the TigerSharks and or its members – don't shrug it off and hit send. Pause, Reflect and Think – what you type is your responsibility, so be sure.

Terry Gleeson
President,
TigerSharks Swimming Club

Last updated: July 2011