



Social Media Policy

Surrey Park Swimming Club (SPSC) acknowledges social media as a broad and instant form of communication and encourages the appropriate use of social media by staff and members.

All SPSC staff, including volunteers, independent contractors and members are bound by this policy.

Principles

SPSC treats all written social media postings, photographs, videos and audio material posted to social media as public comment. Staff and members should not:

- ❖ Comment or respond to comments in a way that may be considered negative, derogatory, bullying, offensive or inappropriate
- ❖ Post information, in any format, that may harm the reputation of:
 - Any person
 - SPSC
 - Governing bodies of Swimming in Victoria or Australia
 - Sponsors and stakeholders
 - Any other third party

Staff and members who choose to make any form of public comment:

- Are solely responsible for those comments and may be held personally liable for any comments deemed to be defamatory, obscene or proprietary
- Need to be mindful that material posted may be subject to intellectual property rights. (ie Copyright) All relevant consents and waivers should be obtained before using any such material.
- Are reminded that they post public comments at their own risk.

Approval to post material gathered in a SPSC or team environment, such as competitions and camps, is granted to SPSC through agreement to the terms and conditions of Club Membership.

Public Comment – Positive Posting

- Be respectful, professional and courteous
- Provide insight, expertise and relevant comment
- Communicate ethically and morally
- Add value to the swimming community
- Remember your comments can be seen by many
- Comment is not easy to erase once you commit to making it public
- Comment can be recorded and kept indefinitely (even if erased from the social media site)
- When you comment treat others as you would like to be treated



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Social Media may include, although is not limited to:

- Social networking sites (Facebook, Myspace, LinkedIn, etc)
- Video and photo sharing sites (eg Flickr, Youtube, Tumblr, Instagram, Snapchat)
- Blogs, including corporate blogs, personal blogs, media blogs
- Micro-blogging (Twitter)
- Forums, discussion boards and groups

This Policy will be reviewed annually by the SPSC Committee of Management.

Breaches of this policy will be addressed through application of the Swimming Australia Behavioural Guidelines.

Anyone wishing to discuss any aspect of this policy is invited to contact the SPSC President.