



# **KWINANA SWIMMING CLUB**

## **Policy on Appropriate Use of Social Media**

# Contents

- 1 Introduction
  - 1.1 Objective
  - 1.2 Policy Principles
- 2 Definitions
- 3 Social Media
  - 3.1 General use of Social Media
  - 3.2 Breakers Swim Club Social Media accounts
- 4 Club Rules on Social Media
  - 4.1 General Rules
  - 4.2 Club Trips
- 5 Disciplinary Action
- 6 Document Control
  - 6.1 Document Revision History
  - 6.2 Document Distribution

# 1 Introduction

## 1.1 Objective

The objective of the Appropriate Use of Social Media Policy is to provide Kwinana Swimming Club (KSC) members and parents with standards of use as they engage in conversations or interactions using Social Networking Media. We ask you to remember that as a member of the Club you are representing our club at all times.

## 1.2 Policy Principles

This document has been developed using the following principles and guidelines:

- A sense of fairness, responsibility and accountability;
- KSC By-laws
- Swimming Australia Limited Media Policy

# 2 Definitions

Social Media Channels - Blogs, micro-blogs, wikis, social networks, social bookmarking services, user rating services and any other online collaboration, sharing or publishing platform, whether accessed through the web, a mobile device, text messaging, email or any other existing or emerging communications platform.

Some examples are:

- networking sites, e.g. Facebook, MySpace, Bebo, Friendster
- video and photo sharing websites e.g. Flickr, You Tube, Blip.tv
- micro blogging and activity stream sites, e.g. Twitter, Jaiku, Yammer
- blogs and blogging platforms, e.g. WordPress, Blogger, Tumblr
- forums and discussion boards, Trove Forum, Yahoo! Groups, Google groups
- online encyclopedias, e.g. Wikipedia
- online communication tools, e.g. Skype, Viber, iMessage, Facetime, HeyTel
- Any other websites that allow individual users or companies to use simple publishing tools, e.g., Wikis

Social Media Account – A personalised presence inside a social networking channel, initiated at will by an individual. YouTube, Twitter, Facebook and other social networking channels allow users to sign-up for their own social media account, which they can use to collaborate, interact and share content and status updates. When a user communicates through a social media account, their disclosures are identified as coming from the user ID they specify when they sign up for a social media account.

Social Media Disclosures - Blog posts, blog comments, status updates, text messages, posts via email, images, audio recordings, video recordings or any other information made available through a social media channel. Social media disclosures are the actual communications a user distributes through a social media channel, usually by means of their social media account.

Copyrights – Copyrights protect the right of an author to control the reproduction and use of any creative expression that has been fixed in tangible form, such as literary works, graphical works, photographic works, audio-visual works, electronic works and musical works. It is illegal to reproduce and use copyrighted material through social media channels without the permission of the copyright owner.

Hosted Content – any text, pictures, audio, video or other information in digital form that is uploaded and resides in the social media account of the author of a social media disclosure. If you download content off of the Internet, and then upload it to your social media account, you are hosting that content. This distinction is important because it is generally illegal to host copyrighted content publicly on the Internet without first obtaining the permission of the copyright owner.

## **3 Social Media**

### **3.1 General use of Social Media**

Aside from representing Kwinana Swimming club, it is important to understand that any comments or content shared through this medium represents not only you as an individual but also your family, your friends and your school. These actions and content are permanent – once you have posted online you lose all control of the content and unfortunately may see something you thought was erased, haunt you in the future. There is very little security in most of these environments and what you think is private, most certainly is not.

A simple way to consider what is and isn't appropriate in Social Media is to understand that whilst Social Media changes how we communicate, it should not change the way we behave. If it is inappropriate in your regular life (i.e. you wouldn't be comfortable if your mother saw it!) then it will be inappropriate in an online environment. Before engaging in Social Media (posting a comment, photo etc.) consider the impact of your action on others – would you be comfortable if you were the subject of the comment or photo?

Thus, it is recommended that swimmers do not post information including photographs, text and/or join "groups" that do not promote positive behaviour. Remember that the general public, including news reporters, also have access to these website services. Whilst we are unable to ban member use of these services, we encourage you to exercise caution if you are a member.

It is highly recommended that you do not post any personal information including your address or phone number to any on-line site. As a swimmer you are highly visible and people are generally interested in you. Also, use discretion when posting pictures of yourself, your team-mates and friends to the service. Do not allow yourself to be photographed in a compromising position. A photo could be "tagged" to you leaving you little control over the content or usage of the photograph.

### **3.2 Kwinana Swimming Club Social Media accounts**

- Kwinana Swimming Club has in place the KSC Parent Page for parent communication which is a closed group. This account is controlled by “Admins” as selected by the Executive Committee.
- There is also the Kwinana Swimming Club main Facebook page which is openly viewed by any person and content controlled mostly by the Publicity Officer. This account is also controlled by “Admins” as selected by the Executive Committee/
- The Club’s committee will appoint two or more committee members to monitor the club social media accounts.
- Membership of club social media accounts will be limited to club members and coaches.
- All club social media accounts are to be approved by the committee prior to commencement.
- Inappropriate use of club social media accounts may result in cancelled access/membership.

## **4 Club Rules on Social Media**

### **4.1 General Rules**

- Do not take any photo, video or audio of any other person without their permission;
- Do not post any photo, video or audio of any other person without their permission (ensure signed social media authority is in place);
- Use of cameras, mobile phones, laptops and other devices capable of capturing still and moving images is not permitted in change rooms or areas where swimmers are changing before, during or after pool activity
- Do not misrepresent yourself or pose as another individual or organization;
- Do not engage in any activity that could bring the reputation of KSC, Swimming WA or the sport of swimming into disrepute
- Coaches and Members of the KSC Committee should not be ‘friends’ on social media with athletes under 18 years of age.

### **4.2 Club Trips**

Interstate and intrastate swimming trips are opportunities for swimmers to grow their competitive experience and personal management. To be confident of providing a safe and nurturing environment for all of our travelling members, the use of Social Networking Media will not be encouraged.

## **5 Disciplinary Action**

Any member found to be in breach of the Club Rules will be subject to disciplinary action up to and including termination of membership. The appropriate course of action will be determined by the disciplinary committee.

## 6 Document Control

### 6.1 Document Revision History

Version	Date	Author	Approver	Comments
1.1	7/6/2016	M Froude, J Morrissey, S Cummins	KSC Committee	

### 6.2 Document Distribution

Name	Role
	KSC Head Coach
	KSC Assistant Coaches
	KSC Committee
	All Club members via website