

Policy Name: Social Media Policy

Policy Overview and Purpose

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Nunawading Gymnastics and Sports Club (NG&SC).

This policy contains Nunawading Gymnastics and Sports Club's guidelines for the NG&SC community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from the Committee of Management of NG&SC.

Coverage

This policy applies to all persons who are involved with the activities of Nunawading Gymnastics and Sports Club, whether they are in a paid or unpaid/voluntary capacity and including:

- Members (gymnasts & parents/guardians/carers), including life members of Nunawading Gymnastics and Sports Club
- Persons appointed or elected to NG&SC's committees and sub-committees;
- Employees of Nunawading Gymnastics and Sports Club;
- Support personnel, including physiotherapists, psychologists, masseurs, and others;
- Coaches and assistant coaches;
- Gymnasts;
- Judges and other officials;
- NG&SC's associations and affiliated bodies

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:

- 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:

1. An officially designated individual representing Nunawading Gymnastics and Sports Club on social media; and
2. If you are posting content on social media in relation to NG&SC's activities that might affect NG&SC's business, 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 Nunawading Gymnastics and Sports Club or its business, competitions, teams, participants, services, events, sponsors, members or reputation.

However, any misuse by you of social media in a manner that does not directly refer to Nunawading Gymnastics and Sports Clubs may still be regulated by other policies, rules or regulations of Club's or State / Commonwealth Law.

Using social media in an official capacity

You must be authorised by the Club Manager or Committee of Management before engaging in social media as a representative of Nunawading Gymnastics and Sports Club.

To become authorised to represent Nunawading Gymnastics and Sports Club in an official capacity, it is advisable to complete appropriate training

e.g. - <https://esafety.gov.au/esafety-information/games-apps-and-social-networking> .

As a part of Nunawading Gymnastics and Sports Clubs community you are an extension of the NG&SC brand.

As such, the boundaries between when you are representing yourself and when you are representing NG&SC can often be blurred. Therefore, it is important that you represent both yourself and Nunawading Gymnastics and Sports Club appropriately at all times.

Guidelines

You must adhere to the following guidelines when using social media related to Nunawading Gymnastics and Sports Club or its business, 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 Nunawading Gymnastics and Sports Club.

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 must 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. Nunawading Gymnastics and Sports Club recommend 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 Nunawading Gymnastics and Sports Club) 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 Nunawading Gymnastics and Sports Club, you must ensure that your personal use of social media does not interfere with your work or coaching commitments or productivity. Personal use of Social media is not permissible during work hours. *Please refer to Mobile Phone Policy.*

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of Nunawading Gymnastics and Sports Club's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of the Club.

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 Nunawading Gymnastics and Sports Club, it is perfectly acceptable to talk about NG&SC and have a dialogue with the community, but it is not okay to publish confidential information of the Club's. Confidential information includes things such as details about litigation, unreleased program information and unpublished details about our plans and strategies for our Club and its members. This also includes coaching practices, financial information and intellectual property.

When using social media, you must 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 must 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 must 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.

Sharing on line

You must not post a personal message directly to a minor or group of minors when representing NG&SC.

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.

Do not link to content that will be in breach of this NG&SC Social Media Policy.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and NG&SC'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 Nunawading Gymnastics and Sports Club'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 are bound by Nunawading Gymnastics and Sports Club's values and Anti-Discrimination, Harassment and Bullying Policy, Code of Conduct, and Mobile Phone Use Policies.

Avoiding controversial issues

Within the scope of your authorisation by Nunawading Gymnastics and Sports Club; if you see misrepresentations made about Nunawading Gymnastics and Sport Club in the media, you may point that out to the relevant authority in the 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.

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 or employment at risk.

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

Branding and intellectual property of Nunawading Gymnastics and Sports Club

You must not use any of Nunawading Gymnastics and Sports Club's intellectual property or imagery on your personal social media without prior approval from the Club.

Nunawading Gymnastics and Sports Club's intellectual property includes but is not limited to:

- Trademarks
- Logos
- Slogans

- Imagery which has been posted on Nunawading Gymnastics and Sports Club's official social media sites or website.

You must not create either an official or unofficial Nunawading Gymnastics and Sports Club's presence using the organisation's trademarks or name without prior approval from the Committee of Management of NG&SC.

You must not imply that you are authorised to speak on behalf of Nunawading Gymnastics and Sports Club's unless you have been given official authorisation to do so by the Club Manager or Committee of Management.

Policy breaches

Breaches of this policy include but are not limited to:

- Using Nunawading Gymnastics and Sports Club's name 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 the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of Nunawading Gymnastics and Sports 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 Nunawading Gymnastics and Sports Club or 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 Nunawading Gymnastics and Sports Club or any of its members, or content that may otherwise have been published in breach of this policy, you must report the circumstances immediately.

Please contact the Club Manager on (03) 9877 5447

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 the event; refer the complaint to the Host Club of the Event.

- For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular game; refer to MEMBER PROTECTION POLICY AND/OR GRIEVANCE POLICY.

Investigation

Alleged breaches of this social media policy will be investigated by Nunawading Gymnastics and Sports Club's Committee of Management and where considered necessary may report a breach of this social media policy to the 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 the Nunawading Gymnastics and Sports Club's Disciplinary Procedure or the Member Protection Policy.

Employees of Nunawading Gymnastics and Sports Club who breach this policy may face disciplinary action up to and including termination of employment in accordance with the Club's Termination Terms and Conditions outlined in the Employee Employment Agreement and other relevant club policies

Related policies

- Code of Conduct
- Anti-Discrimination, Harassment and Bullying Policy
- Computer use Policy
- Member Protection Policy
- Grievance and Complaints Policy
- Child Protection Policy
- Disciplinary 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



This Policy was implemented by the Committee of Management of the Nunawading Gymnastics & Sports Club Inc. in January 2017.

Date: January 2017

Review Date: January 2018

Approved by:

- **President – Anthony Yin**
- **Secretary – Jackie Whitbourn**