



SOCIAL MEDIA POLICY

1. 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, Manly Swimming Club recognises the benefits of social media as an important tool of engagement and enrichment for our members.

It is important that the reputation of Manly Swimming Club, 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 Manly Swimming Club.

When someone clearly identifies their association with Manly Swimming Club 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 Manly Swimming Club'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 Manly Swimming Club Board or members that makes no reference to Manly Swimming Club or related issues.

2. Scope

This policy applies to Manly Swimming Club Board, Manly Swimming Club Officials and members of Manly Swimming Club.

This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:

2.1. Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);

- 2.2. Content sharing including Flickr, Instagram (photo sharing) and YouTube (Video Sharing);
- 2.3. Commenting on blogs for personal or business reasons;
- 2.4. Leaving product or service reviews on retailer sites or customer review sites;
- 2.5. Taking part in online votes and polls;
- 2.6. Taking part in conversations on public and private web forums (message boards); or
- 2.7. Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, sponsors or Manly Swimming Club as an organisation and the reputation of the sport in general.

3. Guiding Principles

The web is not anonymous. Manly Swimming Club Board members and Club members should assume that everything they write can be traced back to them.

Due to the unique nature of Manly Swimming Club, the boundaries between a Manly Swimming Club 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 Manly Swimming Club 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 Manly Swimming Club, 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.

4. Usage

For Manly Swimming Club Board and members using social media, such use:

- 4.1. Must not contain, or link to, libellous, defamatory or harassing content – this also applies to the use of images or nicknames;
 - 4.2. Must not comment on, or publish information that is confidential in anyway;
 - 4.3. Must not bring the organisation or the sport into disrepute; or
 - 4.4. Must not otherwise be in breach of the Manly Swimming Club, Swimming Metro North East, Swimming NSW and Swimming Australia Codes of Conduct.
- For Manly Swimming Club members using social media, such use must not interfere with work commitments.

5. Branding and Intellectual Property

It is important that any trademarks belonging to Manly Swimming Club, Swimming Metro North East, Swimming NSW, or Swimming Australia are not used in personal social media applications, except where such use can be considered incidental

– (where incidental is taken to mean “happening in subordinate conjunction with something else”).

6. Official Manly Swimming Club Blogs, Social Pages and Online Forums

When creating a new website, social networking page or forum for committee, Club members, competitions or members generally, care should be taken to ensure the appropriate person has given permission to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the written permission of the child’s parents and/or guardian.

For official Manly Swimming Club blogs, social pages and online forums:

- 6.1.** Posts must not contain, nor link to pornographic or indecent content;
- 6.2.** Some hosted sites may sell the right to advertise on their sites through “pop up” content which may be of a questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of “pop up” content cannot be controlled;
- 6.3.** Manly Swimming Club Board members must not use Manly Swimming Club online pages to promote personal projects; and
- 6.4.** All materials published or used must respect the copyright of third parties.

7. Consideration Towards Others When Using Social Networking Sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Manly Swimming Club committee and members must recognise that it may not be appropriate to share photographs, videos and comments in this way.

For example, there may be an expectation that photographs taken at private Manly Swimming Club events will not appear publicly on the Internet. In certain situations, Manly Swimming Club Board or members could potentially breach the Privacy Act or inadvertently make Manly Swimming Club liable for breach of copyright.

Manly Swimming Club Board or members should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person should they be asked to do so.

Under no circumstance should offensive comments be made about Manly Swimming Club, its office holders, Board or members online.

8. Breach of Policy

Manly Swimming Club will continually monitor online activity in relation to the organisation and the sport. Detected breaches of this policy should be reported to Manly Swimming Club.

If detected, a breach of this policy may result in disciplinary action from Manly Swimming Club under the Manly Swimming Club Constitution and By-Laws. A breach of this policy may also amount to breaches of other Manly Swimming Club governing documents including its constitution, regulations and other policies. This may involve a verbal or written warning or in serious cases, termination of membership or engagement with Manly Swimming Club.

9. Definitions

9.1. Manly Swimming Club Members means those admitted as 'Club Members' under the Manly Swimming Club Constitution, Registered Swimmers and Registered Non-Swimmers under the Swimming NSW and Swimming Australia Regulations

9.2. Board means members of the Board of Manly Swimming Club and include any person acting in that capacity from time to time appointed in accordance with the Constitution of Manly Swimming Club.

9.3. The Club means any Manly Swimming Club which is recognised by Swimming Australia and admitted as a member of Swimming NSW, and affiliated with Swimming Metro North East.

9.4. Office Holder means a person who holds a position, whether elected or appointed, as:

9.4.1. president, vice-president, secretary, treasurer, director, committee member or employee of the governing body (however described) of the member club

9.4.2. a life member.

9.5. Participants means swimmers, coaches, office holders, technical officials and spectators

9.6. Swimmer means a swimmer registered with a Swimming Australia club.

9.7. Non-Swimmer means a non-swimmer registered with a Swimming Australia Club

9.8. Spectators mean a person who attends a Club activity.

9.9. Members includes, but not limited to:

9.9.1. Committee Members;

9.9.2. Registered Swimmers;

9.9.3. Registered non-swimmers;

9.9.4. Participants

9.9.5. Spectators

10. Consultation or Advice

This policy has been developed to provide guidance for Manly Swimming Club Board and members in a new area of social interaction. Manly Swimming Club members and staff who are unsure of their rights, liabilities or actions online and seek clarification, should contact Manly Swimming Club.

Updated 19th September 2020