



CENTRAL AQUATIC SWIMMING AND LIFESAVING CLUB SOCIAL MEDIA POLICY

Policy overview and purpose:

Social media is changing the way we communicate. 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 contains guidelines for the Central Aquatic Swimming and Lifesaving Club (CAQ) community to engage in social media use. It also includes details of breaches of the policy. It document is aligned with the Social Networking Code of Conduct outlined in section 3.5A of the Swimming Australia Safe Sport Framework document.

This policy applies to all persons who are involved with the activities of Central Aquatic Swimming and Lifesaving Club.

Scope:

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This policy is applicable when using social media as:

1. an officially designated individual representing CAQ on social media; and
2. if you are posting content on social media in relation to CAQ that might affect CAQ's business, events, sponsors, members or reputation.

Using social media in an official capacity:

You must be authorised by CAQ before engaging in social media as a representative of CAQ. As a part of CAQ's, community you are an extension of the CAQ brand. As such, the boundaries between when you are representing yourself and when you are representing CAQ can often be blurred. Therefore, it is important that you represent both yourself and CAQ appropriately online at all times.

Guidelines

You must adhere to the following guidelines when using social media related to CAQ.

- 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.
- Protecting your privacy
Be smart about protecting yourself and your privacy. 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 should also be cautious about disclosing your personal details.



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- Honesty

Do not say anything dishonest, untrue or misleading. If unsure, check the source and the facts before uploading or posting anything – 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 CAQ) 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.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of CAQ's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of CAQ.

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 position with CAQ, it is perfectly acceptable to talk about CAQ and have a dialogue with the community, but it is not okay to publish confidential information of CAQ. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about CAQ, Swimming WA or Swimming Australia.

When using social media, you should 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 should 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.



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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 should 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.

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.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and CAQ'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 CAQ'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 also bound by CAQ's values, Code of Conduct, Member Protection and Child Welfare policies, and Swimming Australia's Safe Sport Framework documents.



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Avoiding controversial issues

Within the scope of your authorisation by CAQ, if you see misrepresentations made about CAQ in the media, you may point that out to Swimming WA. 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.

Dealing with mistakes

If CAQ makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses CAQ of posting something improper, address it promptly and appropriately and if necessary, seek legal advice.

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 to CAQ and Swimming WA at risk.

Branding and intellectual property of CAQ

You must not use any of CAQ's intellectual property or imagery on your personal social media without prior approval from CAQ.

CAQ's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on CAQ official social media sites or website.

You must not create either an official or unofficial CAQ presence using the organisation's trademarks or name without prior approval from CAQ.

You must not imply that you are authorised to speak on behalf of CAQ, Swimming WA or Swimming Australia unless you have been given official authorisation to do so. Where permission has been granted to create or administer an official social media presence, you must adhere to the Branding Guidelines.



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Policy breaches

Breaches of this policy include but are not limited to:

- Using CAQ's name and/or logo in a way that would result in a negative impact for CAQ 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 in breach of the club's Member Protection of Child Welfare documents or Swimming Australia's Safe Sport Framework.
- 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 CAQ, 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 CAQ or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Please refer to the CAQ Member Handbook, Section 1.5 Club Policies, specifically section 1.5.2 for information regarding Member Protection and Dispute Resolution procedures.

Investigation, disciplinary process and consequences

Alleged breaches of this social media policy may be investigated and dealt with according to CAQ's Dispute Resolution process outlined in the Club Constitution (Section 28.2).

Where it is considered necessary, CAQ may report a breach of this social media policy to police.

Members of CAQ who breach this policy may face disciplinary action up to and including termination of membership in accordance with Swimming Australia's Safe Sport Framework policy.



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Related policies

- Code of Conduct
- Member Protection Policy
- Grievance Policy
- Child Welfare Policy
- Appeals & Resolution Procedures 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
- Advertising standards
- Charter of Human Rights and Responsibilities Act 2006
- Information Privacy Act 2000
- Equal opportunity laws