

# Brisbane Jets Swimming Club Inc

## SOCIAL MEDIA POLICY

NOVEMBER 2024

### 1.0 INTRODUCTION

1.1 This policy is intended to protect the interests of Brisbane Jets Swimming Club Inc (Club), it's members and associated stakeholders by defining the requirements expected in the use of social media.

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, the Club recognises the benefits of social media as an important tool of engagement and enrichment for its members.

Along with those benefits are associated risks to the reputation of the Club, it's members and followers and individuals who might interact with the organisation through social media channels.

### 2.0 PURPOSE

2.1 The purpose of this policy is to set out the rules for the appropriate use of social media by relevant persons, whether for or on behalf of the Club, engaging with the Club, or personally whilst a member of the Club.

2.2 The aim of this policy is to:

- (a) promote and encourage appropriate use of social media by relevant persons,
- (b) ensure relevant persons understand the Club's approach to social media, and its expectations for the personal and professional use of online communication, and
- (c) govern the terms of use by relevant persons of Club-controlled, administered or related social media.

2.3 This policy also aims to protect the intellectual property, confidential information, brand, reputation and viability of the Club as well as the rights and interests of relevant persons.

### 3.0 APPLICATION OF THE POLICY

3.1 This policy provides guiding principles to follow when using social media regarding anything posted online which could affect members, stakeholders, sponsors, governing bodies or the Club as an organisation.

3.3 This policy covers all forms of social media.

3.4 This policy applies to relevant persons.

3.5 When someone clearly identifies their association with the Club, and/or discusses their involvement with the Club on social media, they are expected to behave and express themselves consistent with the Club's code of conduct including the social networking code of conduct.

3.6 This policy does not apply to the personal use of social media platforms by relevant persons where they make no reference to the Club or related issues.

3.7 Failure to comply with this policy may result in disciplinary action by the Club.

3.8 This policy may be updated by the Club's managing committee from time to time.

## 4.0 DEFINITIONS

4.1 **Authorised user** means a member of the Club who has been appointed at the Annual General Meeting or by the management committee to use social media for or on behalf of the Club.

4.2 **Club** means Brisbane Jets Swimming Club Inc.

4.3 **Confidential information** means information belonging to the Club which is not known to the public.

4.4 **Improper use** means the use of social media in a way that does not comply with this Policy.

4.5 **Intellectual property** means all rights or goodwill subsisting in copyright, business names, names, trademarks (or signs), logos, designs, patents or service marks (whether registered or registrable).

4.6 **Relevant persons** mean and include:

- (a) Club committee members;
- (b) Club coaches;
- (c) Club parent members;
- (d) Club swimmers; and
- (e) volunteers associated with the Club.

4.7 **Personal** details include (but not limited to) name, signature address, phone number, date of birth, sensitive information, photographs, recognition biometrics, location information.

4.8 **Policy** means this Social media policy as amended from time to time.

4.9 **Privacy** means information privacy about how someone's personal details are handled.

4.10 **Social media** means any website or application that enables users to create and share content or participate in one or both of social and online networking, including but not limited to:

- (a) external social networking sites (eg Facebook, LinkedIn, and Google Plus);
- (b) internal websites and member apps;
- (c) video and photo-sharing Websites (eg Instagram, Flickr, YouTube, Snapchat, TikTok, Vine);
- (d) micro-blogging sites (including, but not limited to, Twitter);
- (e) weblogs, including all corporate blogs, personal blogs or blogs hosted by traditional media publications (eg 'comments' or 'your say' features on news websites);
- (f) forums and discussion boards;
- (g) online encyclopaedias (eg Wikipedia);
- (h) instant messaging (including WhatsApp, SMS);
- (i) product or service reviews on retailer or customer review sites (eg Yelp, Trip Advisor);
- (j) vod and podcasting;
- (k) geospatial tagging (eg Foursquare); and
- (l) any other websites that allow individual users or companies to use simple publishing tools.

## 5.0 GUIDING PRINCIPLES

5.1 Content posted can often be unknowingly shared to other channels. All content must be appropriate for sharing outside of the followers of a particular social media platform in the event it is copied or shared by others.

5.2 All Club content posted, shared or sent on social media, whether by an authorised user or otherwise, are considered official communications of the Club in the same manner as documents on Club letterhead and must be consistent with the values, ethics, policies, aims and objectives of the Club.

5.3 Boundaries between a relevant person's role with the Club and the personal life can often be blurred. It must be clear if posted content is a personal opinion rather than on behalf of the Club.

5.4 Protecting the privacy of individuals is essential. Generally, personal details of anyone should not be disclosed. Naming individuals in content posted on social media should follow best practice guidelines of only using first names, with an initial for the surname if required to distinguish from others.

5.5 Honesty is always the best policy, especially online which is seen as a permanent record of online actions and opinions. Content posted should not say anything dishonest, untrue or misleading. Sources and facts must be checked before uploading or posting.

5.6 Privacy of the Club's confidential information must be maintained. This includes information not publicly accessible, widely known or not expected to be shared outside of the Club.

5.7 Consideration to others must be made by not posting information when asked not to, or where consent has not been sought and given. Information must be removed from social media if the person involved asks for it to be removed.

5.8 Permission must be sought if the publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors where parent or guardian consent is mandatory.

5.9 Under the Club's Photography policy, parents and guardians are to advise if they do not want any Club photos of their swimmer published on the Club's social media via email to:

(a) [socialmedia@brisbanejets.org.au](mailto:socialmedia@brisbanejets.org.au) and

(b) [president@brisbanejets.org.au](mailto:president@brisbanejets.org.au)

5.10 For content posted on other social media accounts or non-Club photographs, permission from an individual (or parent/guardian) to use a direct, clearly identifiable image of the person is required. Consent of the copyright owner of the image is also required.

5.11 Where content posted is directly about an individual and includes information about them which is not directly related to their role within the club, permission is required from the individual (or parent/guardian).

5.12 Posted content must not contain illegal or indecent content, including defamatory, vilifying or misleading and deceptive content. Comments made on the Club's social media accounts which are offensive, harassing, discriminatory, embarrassing, intimidating sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate will be removed.

5.13 All policies and guidelines in place must be followed to protect the Club's intellectual property, ensure its relationships with sponsors and stakeholders is not compromised, and the Club is not brought into disrepute.

## 6.0 OFFICIAL CLUB SOCIAL MEDIA USE

6.1 Only authorised users are authorised to comment or publish information on social media for or on behalf of the Club.

6.2 Authorised users are limited to the following roles to maintain accountability and integrity of managing the Club's social media accounts:

(a) Social media coordinator

(b) President

(c) Vice President

(d) Any other person nominated by the management committee to undertake the responsibility of an authorised user if one of the other authorised users is unable or unwilling to undertake the role.

6.3 The Club's Registrar is a limited authorised user where they can respond to membership queries received via the chat feature of social media channels.

6.4 All relevant persons can submit content for the Club's social media channels via the Social media coordinator by emailing [socialmedia@brisbanejets.org.au](mailto:socialmedia@brisbanejets.org.au)

6.5 The Social media coordinator is responsible to undertake due diligence on submitted content and may edit to meet requirements and style before posting.

6.6 Content on the Club's public social media accounts must be for a wide audience including parent members, older swimmers, sponsors, stakeholders, social media followers, affiliated organisations and public, and can be used to:

(a) Promote an event or activity

(b) Provide educational content relevant to the organisation

(c) Celebrate the results and achievements which promotes the Club and its members in a positive way

(d) Announcements, save the dates and reminders applicable to the audience

(c) Promote agreed relationships which have a positive impact such as sponsorships and supporters

(d) Amplify the Club's brand and enhance its reputation to the wider community

(e) Create some whimsical fun related to the Club and its activities

6.7 Posts on the Club's social media channels should be scheduled and planned so as to not be competing with each other and also deliver regular posts to maintain the social media community engagement.

6.8 Authorised users are responsible for monitoring comments on the Club's social media accounts and taking any required action in line with this and any other policy as well as the terms of use of the relevant social media.

6.9 Authorised users are responsible for developing and publishing the moderation policy or terms of use for the relevant social media channels.

6.10 Authorised users must ensure they use the Club's social media account only for official use and switch to their personal accounts to interact with other posts or post personal content. If an official account is mistakenly used for a personal interaction, it must be reverted as soon as possible.

- 6.11 Members are encouraged to share content created by the Club's Authorised users.
- 6.12 Any new social media account for the Club must be authorised by the management committee and recorded in the meeting minutes before it can be created.
- 6.13 The Club will not use any public social media sites which sell advertising space which maybe of a questionable nature and cannot be controlled.
- 6.14 The Club's social media accounts must not be used to promote personal projects not related to the work of the Club.
- 6.15 All content published on the Club's social media accounts must respect the copyright of third parties.

## **7.0 PERSONAL USE**

- 7.1 Relevant persons should be aware that communications made through social media have the potential to impact on the Club and its members. Potential damage may be caused in certain circumstances, whether the relevant person is identified as having an affiliation with the Club or not.
- 7.2 Relevant persons must take their affiliation with the Club into account when using social media, ensuring they comply with the Club's code of conduct and social networking code of conduct.
- 7.3 When using social media intended to be personal or private, relevant persons must:
- (a) make it clear the private opinions are their own and not say or do anything to indicate they represent either the views of the Club or their connection with the Club.
  - (b) not publish anything harmful, obscene, abusive, offensive or illegal as a consequence of which harm may be caused to the Club, its members or associated parties.
  - (c) not post any material that might otherwise cause or be likely to cause damage to the reputation of the Club and its members, or the reputation of the sport, or bring or be likely to bring the Club, the relevant person, the sport or associated parties into disrepute;
  - (d) not post content that is in breach of one or more of the Club's policies;
  - (e) not disclose information about the Club or its operations that is confidential or likely to cause harm to the Club or its associated parties;
  - (f) only disclose and discuss publicly available information;
  - (g) not use or disclose the Club's intellectual property or confidential information, including but not limited to the Club's logos or images;
  - (h) not use the identity or likeness of a member unless they have consented;
  - (i) ensure they are respectful of others at all times and comply with the Club's policies if they interact with (or about) Club-related matters;
  - (j) adhere to the terms of use of the relevant social media;
  - (k) comply with all laws including, but not limited to misleading and deceptive conduct, anti-discrimination, victimisation, vilification, privacy, intellectual property, anti-bullying, harassment and defamation.

## **8.0 BREACH OF POLICY**

- 8.1 The Club continually monitors online activity in relation to the organisation.

8.2 If a relevant person becomes aware of inappropriate or unlawful content relating to Club, or content is in breach of this policy, they should report the circumstances via email to:

(a) [socialmedia@brisbanejets.org.au](mailto:socialmedia@brisbanejets.org.au) and

(b) [president@brisbanejets.org.au](mailto:president@brisbanejets.org.au)

8.3 If detected, a breach of this policy may result in disciplinary action. A breach of this policy may also amount to breaches of other Club policies.

8.4 Depending on the circumstances, breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the Swimming Australia National Integrity Framework.

8.5 Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under the Club's constitution and the Swimming Australia National Integrity Framework.

## **9.0 REFERENCES**

9.1 This Policy must be adhered to, in conjunction with the following Club rules and policies:

(a) Club Constitution;

(b) Club Code of Conduct;

(c) Swimming Australia's [National Integrity Framework](#).