



# FNQ Swimming 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 FNQ Swimming.

This policy contains FNQ Swimming guidelines for the local swimming 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 those who have approved this policy.

## Underlying principles

FNQ Swimming is committed to the health, safety and general wellbeing of everyone involved in the sport of swimming. Whether people swim for competitive, recreational, health and wellbeing or leisure purposes, we want swimming to be fun, enjoyable, inclusive, and safe for all.

FNQ Swimming is responsible for all matters related to this policy.

## Coverage

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

- members, including life members of FNQ Swimming
- employees of FNQ Swimming
  
- coaches and assistant coaches
- athletes
- officials
- affiliated clubs

## Scope

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 photosharing 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,UrbanSpoon,etc);
- Live broadcasting apps (e.g.Periscope,Meerkat,FacebookMentions,etc);
- Podcasting (e.g.iTunes,Stitcher,Soundcloud,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.WorldofWarcraft,Secondlife,XboxLive,etc);
- 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 FNQ Swimming on social media; and
2. if you are posting content on social media in relation to FNQ Swimming that might affect FNQ Swimming's business, products, 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 FNQ Swimming or its business, competitions, teams, participants, products, services, events, sponsors, members, or reputation.

#### **Using social media in an official capacity**

You must be authorised by FNQ Swimming before engaging in social media as a representative of FNQ Swimming.

As such, the boundaries between when you are representing yourself and when you are representing FNQ Swimming can often be blurred. Therefore, it is important that you always represent both yourself and FNQ Swimming appropriately online.

#### **GUIDELINES**

You must adhere to the following guidelines when using social media related to FNQ Swimming or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

##### **Use common sense.**

Whenever you are unsure whether 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 FNQ Swimming.

##### **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 should 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. FNQ Swimming recommends 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 FNQ Swimming) 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 FNQ Swimming, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

### **Respect confidentiality and sensitivity**

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

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 FNQ Swimming, it is perfectly acceptable to talk about FNQ Swimming and have a dialogue with the community, but it is not okay to publish confidential information of FNQ Swimming.



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.

### **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 SQ'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 FNQ Swimming'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 may also be bound by Swimming Queensland's values and Swimming Australia's Safe Sport Framework.

### **Avoiding controversial issues**

Within the scope of your authorisation by FNQ Swimming, if you see misrepresentations made about FNQ Swimming in the media, you may point that out to the relevant authority in FNQ Swimming. 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 FNQ Swimming 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 FNQ Swimming of posting something improper (such as their copyrighted material or a defamatory comment about them), 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 or employment at risk.

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

### **Branding and intellectual property of SQ**

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

FNQ Swimming's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on FNQ Swimming's official social media sites or website

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

You must not imply that you are authorised to speak on behalf of FNQ Swimming unless FNQ Swimming has given you official authorisation to do so.