



## **SOCIAL MEDIA, BLOGGING & INTERNET GUIDELINES**

**August 2011**

### **Introduction**

Nunawading Swimming Club (Club) encourages the appropriate use of social media by all Persons bound by these Guidelines to promote the sport of swimming and communicate with the general public. The Club acknowledges social media is a broad and instant form of communication and treats all social media content, whether written, photographic, video or audio, as public comment which is accessible to all.

### **Persons bound by these Guidelines**

Persons bound by these Guidelines include athletes, coaches, employees, independent contractors, Club volunteers and other Club members.

### **Reputation**

The Club and its members have a very positive brand image in swimming in Victoria, Australia and throughout the world. The challenge for all Persons bound by these guidelines is to ensure that any comments made about the clubs, it's members, volunteers and employees promotes the Club even further and enhances the credibility that has been developed over more than 50 years of success.

### **Posting, Blogs and Tweets**

The Club treats all written social media postings, blogs, status updates and tweets as public comment. As a result all Persons bound by these Guidelines should not comment or respond to a comment in a way that may be construed as negative or may be considered derogatory towards others, or put themselves in a situation where they may harm their reputation, the reputation of their teammates, the reputation of the Club and its sponsors, or any third party.

### **Photographs, Video, Audio**

The Club also treats all photographs, video and audio ("material") posted on social media as public comment and accessible to the public. Any material that may be considered negative or derogatory should not be posted by Persons bound by these Guidelines and that any material that is posted which contains any video, audio or photograph of an athlete, coach or Club member / volunteer should first gain permission from the individual/s involved. Where content is gathered as part of a

Club team environment, approval for posting of such material is covered under the Nunawading Swimming Club Declaration when you joined as a member.

### **Education**

The Club is committed to actively educating Persons bound by these Guidelines on the best practice use of social media and encourages 'positive posting' as a means of communicating via social media. The Club works with Swimming Victoria, the VIS and Swimming Australia to ensure all members are well versed on what is appropriate use of social media and what is not.

### **Liability**

When Persons bound by these guidelines choose to go public with any comments or material in any way, including on social media, they are solely responsible for such comments and materials. Individuals should be aware that they can be held personally liable for any comments and material that may be deemed to be defamatory, obscene or proprietary. In essence, Persons bound by these Guidelines post comments and materials at their own risk. Further, Persons bound by these Guidelines should at all times make it clear that any comments or materials are made in their individual capacity and that they do not represent the Club. The only exception to this is posts by delegated Club employees or volunteers on the official NSC Facebook site, Twitter Account and YouTube Channel.

### **Monitoring**

The Club does not actively monitor social media content of Persons bound by these Guidelines. In most cases inappropriate content is brought to the Club's attention by Members with concerns.

### **Infringements**

In the spirit of educating Persons bound by these Guidelines about the appropriate use of social media, the Club endeavours to work with individuals and members on the appropriate use of social media. The Club reserves its right to take any other appropriate measures with respect to infringements of these Guidelines, including issuing a Take Down Notice, imposing other sanctions, and or taking legal action for damages.

### **Amendment / Interpretation**

The Club reserves the right to amend these Guidelines, as it deems appropriate. The Club's Board shall be the final authority with respect to the interpretation and implementation of the Guidelines.

### **Major Events / Other Teams**

Persons bound by these Guidelines are advised that their participation on other Victorian and Australian teams and at other major events such as the Olympics, Paralympics and Commonwealth Games may involve an adherence to additional guidelines, by-laws and contractual obligations in regards to Social media.