



## **MLC Aquatic**

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



## **Introduction**

MLC Aquatic encourages the appropriate use of social media (web site, facebook, email, twitter and YouTube) by all of our members, swimmers, parents and coaches to help promote and support our great club. In doing so we also acknowledge that social media is a broad and instant form of communication and treat all social media content, whether written, photographic, video, or audio, as public comment which is accessible to all.

## **Who is bound by these Guidelines**

Club Members, Families and Coaches are advised that the use of social media by is governed by the following Codes of Conducts and Policies:

- Our Club's Code of Conduct,
- Swimming Australia's Social Media Policy
- MLC College Technology Use Policy

All Members (swimmers or parents of swimmers who are under the age of 16, paid members, committee and coaches) of our Clubs are required to adhere to these policies.

The Club and its members have a very positive brand/image in swimming throughout the community, Victoria and Australia. The challenge for all members, swimmers, parents and coaches bound by these guidelines is to ensure that any comments made about the Clubs, its members, volunteers and employees promotes the Club and enhances the credibility that has been developed over the years.

## **Posting, Blogs and Tweets**

The Club treats all written social media postings, blogs, status updates and tweets as public comment. As a result all members, swimmers, parents and coaches bound by these guidelines and policies 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.

## **Education**

The Club is committed to actively educating our members 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, Swimming Australia and the Federal Police to ensure all members are educated on what is appropriate use of social media and what is not. This is done by holding workshops and providing our members with information relating to the subject.



## **Breach of Guidelines**

The consequences of breaching the Code of Conduct or relevant policies may include:

- Counselling the individual or group about the expectations of the Club and where he or she has breached those expectations.
- Meeting with the swimmer and/or their parents in order to discuss the breach of the code and prevent reoccurrences of the behaviour.
- A verbal or written warning.
- Direction that the individual make a verbal or written apology.
- Demotion or transfer to another squad.
- Suspension from the Club.
- Expulsion from the Club.

If at anytime you feel that there has been a breach of the policies or feel as though content uploaded is inappropriate or could cause damage to the club please contact the committee or our Grievance officer to discuss.

If you have any questions on the above please contact our club President or Grievance officer to discuss.