



**SWIMMING NEW ENGLAND & NORTH WEST INC.**

**Version 1**

**Approved: Board**

**Date: 23 November 2017**

## **Communications Policy**

### **Our commitment**

Electronic communication is essential for sharing Swimming New England and North West Inc (Area) news and information with our clubs and members. Our communication will be timely, appropriate and related to Area business.

### **What we will do**

We use a range of electronic tools to communicate with our clubs and members.

Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

A webmaster will be appointed to provide accountability and control over material published on our Area's website and any related discussion groups or social media websites, such as Facebook, YouTube or Twitter.

### **Website**

- Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos will be published.
- If we intend to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide identifying information.
- We will seek feedback from members to improve the information available on the site.

### **SMS and email**

Board Directors, coaches and team managers may use SMS and email to provide information about competition, training, Area-sanctioned social events and other Area business, however:

- SMS messages should be short and about Area/team matters
- email communication will be used when more information is required
- communication involving children will be directed through their parents.

### **Social media websites**

- We treat all social media postings, blogs, status updates and tweets as public 'comment'.



## **SWIMMING NEW ENGLAND & NORTH WEST INC.**

- Postings (written, photos or videos) will be family-friendly and feature positive Area news and events.
- No personal information about our members will be disclosed. For example, use only first names when acknowledging members (in Area media and publications);
- The Area will preferentially use photos of (athlete) members in Club or Area uniform;
- If the Area intends to publish a photo of a child (under 18), we will first refer to registration details to confirm consent from his/her parents and limit identifying information.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring our Area into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.

### **What we ask you to do**

We expect our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the Area.

Electronic communication:

- should be restricted to Area matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person
- should respect and maintain the privacy of members
- must not bring the Area into disrepute.

Coaches and others who work with children and young people must direct electronic communication through the child's parents.

### **Non-compliance**

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our member protection policy or code of conduct.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.



## SWIMMING NEW ENGLAND & NORTH WEST INC.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

### Related Documents

Correspondence Policy

Privacy Policy

Swimming Australia Safe Sport Framework

### Source Documents

Play By The Rules Communication Policy

### Version Control

Version	Date	Author	Approved
1	20 November 2017	Susanne Kable	SNE & NW Board 23 November 2017