



## MELBOURNE VICENTRE SWIMMING CLUB SOCIAL MEDIA POLICY

### Policy Statement

Melbourne Vicentre Swimming Club (MVC) acknowledges social media as a broad and instant form of communication and encourages the appropriate use of social media by staff and members. All MVC staff, including volunteers and independent contractors, and members are bound by this policy.

### Principles

MVC treats all written social media postings, photographs, video and audio material posted to social media as public comment. Staff and members should not:

- Comment, or respond to comments, in a way that may be considered negative, derogatory, bullying, offensive or inappropriate
- Post information, in any format, that may harm the reputation of
  - any person
  - the reputation of MVC (including its stakeholders and sponsors)
  - the reputation of governing bodies of swimming in Australia or
  - any other third party

Staff and members who choose to make any form of public comment:

- Are solely responsible for those comments and may be held personally liable for any comments deemed to be defamatory, obscene or proprietary.
- Should be mindful that material posted may be subject to intellectual property rights (ie Copyright). All relevant consents and waivers should be obtained before using any such material.
- Are reminded they post public comments at their own risk.

Approval to post material gathered in an MVC team or club environment, such as competitions and camps, is granted to MVC through agreement to the terms and conditions of Club Membership.

### Strategies

MVC encourages *Positive Posting* as a means of communicating via social media and promotes this through education using:

- Information sessions
- Swimmer and Parent Information Book
- Monitoring of comments posted on social media sites administered by MVC

This Policy will be reviewed annually by the Melbourne Vicentre Swimming Club Committee of Management.

Breaches of the policy will be addressed through application of the Swimming Australia Behavioural



## Guidelines.

Anyone wishing to discuss any aspect of this policy is invited to contact the MVC President.

### Public Comment - Positive Posting

- Be respectful, professional, and courteous
- Provide insight, expertise, and relevant comment
- Communicate ethically and morally
- Add value to the swimming community
- Remember your comments can be seen by many
- Comment is not easy to erase once you commit to making it public
- Comment can be recorded and kept indefinitely (even if erased from the social media site)
- When you comment treat others as you would like to be treated

Social Media may include, although is not limited to:

- social networking sites (eg Facebook, Myspace, LinkedIn, Bebo)
- video and photo sharing sites (eg Flickr, Youtube, Tumblr, Instagram, Snapchat)
- blogs, including corporate blogs and personal blogs
- blogs hosted by media outlets (eg 'comments' or 'your say' feature on theage.com.au)
- micro-blogging (eg Twitter)
- wikis and online collaborations (eg Wikipedia)
- forums, discussion boards and groups (eg Google groups, Whirlpool)
- video on demand and podcasting
- online multiplayer gaming platforms (eg World of Warcraft, Runescape)
- instant messaging (including SMS)
- geo-spatial tagging (Foursquare)
- on line dating sites (eg Lavalife)