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## Introduction

The objective of the Appropriate Use of Social Media Policy is to provide members and parents with standards of use as they engage in conversations or interactions using Social Networking Media. We ask you to remember that as a member of Guildford and Kalamunda Districts Swimming Club you are representing our club at all times.

## General use of Social Media

Aside from representing the club, it is important to understand that any comments or content shared through this medium represents not only you as an individual but also your family, your friends and your school. These actions and content are permanent – once you have posted online you lose all control of the content and unfortunately may see something you thought was erased, haunt you in the future. There is very little security in most of these environments and what you think is private, most certainly is not.

A simple way to consider what is and isn't appropriate in Social Media is to understand that whilst Social Media changes how we communicate, it should not change the way we behave. If it is inappropriate in your regular life (i.e. you wouldn't be comfortable if your mother saw it!) then it will be inappropriate in an online environment. Before engaging in Social Media (posting a comment, photo etc.) consider the impact of your action on others – would you be comfortable if you were the subject of the comment or photo?

Thus, it is recommended that swimmers do not post information including photographs, text and/or join "groups" that do not promote positive behaviour. Remember that the general public, including news reporters, also have access to these website services. Whilst we are unable to ban member use of these services, we encourage you to exercise caution if you are a member.

It is highly recommended that you do not post any personal information including your address or phone number to any on-line site. As a swimmer you are highly visible and people are generally interested in you. Also, use discretion when posting pictures of yourself, your team-mates and friends to the service. Do not allow yourself to be photographed in a compromising position. A photo could be "tagged" to you leaving you little control over the content or usage of the photograph.

## GKDSC Social Media Accounts

Social media accounts representing the club will at all times be controlled by the club committee, or those appointed by the committee to manage an account. No account purporting to represent the club should be established by any member for any purpose. Creating any account purporting to be representing the club will be considered a serious breach of this policy and immediately referred to a disciplinary committee.

## Website

The club maintains a hosted website for providing club related information. The website is maintained by committee members or those appointed by the committee at any time. Any information appearing on the website must be approved by the committee prior to publishing.

## Facebook

The club maintains a facebook page for distributing information to members. We will commonly post photos from events, share relevant information from other pages, or any other information

considered as relevant to our members. No public posts are allowed on the site, and inappropriate comments will be removed, with repeat offenders blocked from the site. The committee reserves the right to block any person from the page it deems necessary to preserve member safety.

Members wishing to post images or other content on the club facebook page must direct these requests through the committee.

### Instagram

The club is currently aligned with an Instagram account managed by our coaching staff. This account is primarily designed around providing a portal into the coaching activities within the club. It is not to be considered an official communication path from the club to members, or members back to the club or coaching staff.

### MailChimp

Although not generally considered as social media, MailChimp is being utilised by the club as the primary form of communication to members. Access to MailChimp and sending email campaigns is restricted to certain committee members and anyone appointed by the committee at any time.

Members will not be added to our mailing lists, even if requested. Subscription to the mailing list must be completed by the members and their email address confirmed during the process.

Templates have been designed for use that comply with branding and regulatory requirements such as including a postal address, and an option to unsubscribe on every email. All campaigns must be based on the approved templates created for use within the club.

MailChimp will also post content on the club Facebook page. When choosing to also post on Facebook from a campaign the content and imagery must comply with our Facebook requirements, and must not include information intended for members only.

## General Rules

Do not take any photo, video, or audio of any other person without their permission.

Do not post any photo, video or audio of any other person without their permission.

Use of cameras, mobile phones, laptops and other devices capable of capturing still and moving images are not permitted in change rooms or areas where swimmers are changing before, during or after pool activity.

Do not misrepresent yourself or pose as another individual or organisation.

Do not engage in any activity that could bring the reputation of GKDSC, Swimming WA or the sport of swimming into disrepute.

Coaches and Members of the GKDSC Committee should not be 'friends' on social media with athletes under 18 years of age without the consent of the athletes parents or guardians.

## Disciplinary Action

Any member found to be in breach of the Club Rules will be subject to disciplinary action up to and including termination of membership. The appropriate course of action will be determined by the disciplinary committee.