

DARWIN SWIMMING CLUB INC



Social Media Policy

Parap Swimming Pool
77 Ross Smith Avenue, Parap NT 0820

Purpose

The purpose of this policy is to encourage acceptable and beneficial use of social media by all club members; Swimmers, Coaches, Administrators, Members, Committee Members, Parents and volunteers to the club.

Social media is any form of on-line or web-based publication, forum or presence that allows interactive communication, including, but not limited to:

- Facebook
- LinkedIn
- Instagram
- Snapchat
- Tictoc
- blogs
- Youtube
- forums
- and other social networking tools or content/photo-sharing sites used by people to whom these guidelines apply.

This policy applies to all apply to swimmers, coaches and other people associated with Darwin Swimming Club, including members who contribute to providing content and comments for social media.

Content relates to Darwin Swimming Club coaches, members, swimmers and the wider swimming community including other clubs.

It is expected that these guidelines are followed at all times.

Use of social media

There is great potential for communication and promotion of the club through the use of social media, however, all members of the club need to understand the expectations of Darwin Swimming Club. Social media users must think carefully about their online conduct in order to preserve and protect individual reputations and the reputation of our club.

Social media users must:

- Follow venue guidelines on taking photos. City of Darwin pools do not allow photos to be taken of the general public.
- Be respectful, genuine and credible.
- Post appropriate, relevant and engaging content, which reflects the club's vision and purpose.
- Darwin Swimming Club expect swimmers, coaches, parents and officials to be respectful of each other at all times. When posting, show proper consideration for how your post will affect other people. Do not post comments that could be deemed as hurtful to club members, coaches, parents, officials or members of the wider swimming community.
- Cyber bullying via social media outlets will not be tolerated. Severe breaches will be reported to the relevant authorities.
- Maintain confidentiality. Don't share any confidential, private or sensitive information and gain consent before publicly posting people's names, photos, whereabouts and other details.
- Never post any photos or videos or make comments that may be hurtful, untrue or upsetting, or that may be used by other people in a way you did not intend.
- Always be cautious when posting and be aware that inappropriate conduct reflects on yourself and the club. Do not post anything that is offensive, discriminatory, threatening or obscene. A good guide is to consider if you would say such a thing directly to a person or group and consider how they might react before you post. Be polite at all times and always pause before posting.
- Do not use social media to make derogatory comments about issues or concerns that you or others have relating to Darwin Swimming Club. Such concerns should be expressed directly to a Committee Member.
- Posting or sharing inappropriate and/or sexually explicit words, graphics or images is not only unacceptable; it may also be illegal and will not be tolerated under any circumstance.
- Bullying, discrimination or victimisation will not be tolerated under any circumstances and any breach will be treated seriously.

- Not upload or attach files that contain viruses, corrupted files, or any other similar software or programs that may damage the operation of another's computer.
- Always credit/source any external photos or sites used.
- Although privacy settings are available on many social media sites, it is difficult to guarantee that sites are fully private. Always begin with the assumption that anything you say can be read by anyone, anywhere, at any time and once it is published it is 'out there' and cannot be taken back.

At most of our activities we take photos of our swimmers and often post them on our secure Facebook page to share, or use them on our website or for other promotional purposes. Surnames are not used unless it is the secure Facebook page. You need to be invited to join this by sending a Facebook request to join.

Your membership has provided us with consent for our club to use photos. If you do NOT want your swimmer's photo used on either site you MUST withdraw permission in writing (email darwinswimclub@gmail.com). Failing to do so implies you have given us authorisation to use your swimmer's photo.

Guidelines for use of photos:

- If in doubt, leave it out.

Guidance and escalation

The President of the Club shall be the nominated contact point for members to report any issues or to seek guidance as to the implementation of this policy. Email to darwnswim.president@gmail.com

L.Reader

Lee-Ann Reader
President

9 December 2023