Boronia Amateur Swimming & Lifesaving Club
Social Media Policy

1. PURPOSE:

1.1. To define the appropriate policy and guidelines for members, volunteers, coaches, and parents when referencing, commenting on members, families or committee of Boronia Amateur Swimming & Lifesaving Club also known as or Boronia Swimming Club (BOA) in social media forums.

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

2. DEFINITION:

2.1. BOA treats all social media postings, photographs, comments, updates, video and audio material posted to social media as public comment.

2.2. Social Media may include, although is not limited to:

   2.2.1. social networking sites (e.g. Facebook, Myspace, LinkedIn, Bebo)

   2.2.2. video and photo sharing sites (e.g. Flickr, Youtube, Tumblr, Instagram, Snapchat)

   2.2.3. blogs, including corporate blogs and personal blogs

   2.2.4. blogs hosted by media outlets (e.g. 'comments' or 'your say' feature on theage.com.au)

   2.2.5. micro-blogging (e.g. Twitter)

   2.2.6. wikis and online collaborations (e.g. Wikipedia)

   2.2.7. forums, discussion boards and groups (e.g. Google groups, Whirlpool)

   2.2.8. video on demand and podcasting

   2.2.9. online multiplayer gaming platforms (e.g. World of Warcraft, Runescape)

   2.2.10. instant messaging (including SMS)

   2.2.11. geo-spatial tagging (Foursquare)

   2.2.12. on line dating sites (e.g. Lavalife)

   2.2.13. other media as it evolves for sharing comments and pictures

3. GUIDELINES:

3.1. Staff and members should be aware of the nature of social media and the lack of privacy and confidentiality inherent in the medium and should not:

   3.1.1. Comment, or respond to comments, in a way that may be considered negative, derogatory, bullying, offensive or inappropriate.

   3.1.2. Post information, in any format, that may harm the reputation of

      3.1.2.1. any person involved with BOA

      3.1.2.2. BOA (including its stakeholders and sponsors) the reputation of governing bodies of swimming in Australia or any other third party associated with BOA

3.2. Staff, committee and members who choose to make any form of public comment:

3.2.1. Are solely responsible for those comments and may be held personally liable for any comments deemed to be defamatory, obscene or inappropriate.

3.2.2. Refrain from posting/commenting on any material that may be considered negative, derogatory or inappropriate towards persons bound by this policy should not be posted.

3.2.3. Should be mindful that material posted may be subject to intellectual property rights (i.e. Copyright). All relevant consents and waivers should be obtained before using any such material.

3.2.4. Are reminded they post public comments at their own risk.

3.3. Material gathered in an BOA team or club environment, such as competitions and camps, should reference the members own contribution and performance. It is only to be used for personal purposes and any reference to other members, staff or committee must be via express consent and is subject to this policy, BOA Club Membership terms as well as applicable Swimming Victoria guidelines.

3.4. BOA encourages Positive Posting as a means of communicating via social media and promotes this through education using:

3.4.1. Information sessions

3.4.2. Swimmer and Parent Information Book

3.4.3. Monitoring of comments posted on social media sites administered by BOA

3.5. This policy will be periodically reviewed by the Boronia Swimming Club Committee

3.6. Breaches of this policy will be addressed through application by Boronia Swimming Club Committee or Grievance Officer of the Swimming Australia Behavioural Guidelines.

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

3.8. General principles:

3.8.1. Be respectful, professional, and courteous

3.8.2. Providing recognition and encouragement to swimmers

3.8.3. Provide insight, expertise and relevant comment

3.8.4. Communicate ethically and morally

3.8.5. Add value to the swimming community

3.8.6. Remember your comments can be seen by many

3.8.7. Comments are not easy to erase once you commit to making it public

3.8.8. Comments can be recorded and kept indefinitely (even if erased from the social media site)

3.8.9. When you comment treat others as you would like to be treated