

# **Swimming WA Incorporated**

## **Social Media Policy**

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## 1. Policy Overview and Purpose

Swimming WA (SWA) recognises social media's importance in digitally communicating with the swimming community through informative, timely, and engaging content and information sharing. As most social media is shared in the public realm, all individuals involved in the sport of swimming must conduct themselves appropriately while using social media.

This Policy has been developed to serve the best interests of Members who use platforms and applications. It has also been developed to inform our community about using social media in a respectful, responsible manner and making informed choices about how to engage with others on social media. This Policy assists in establishing a culture of openness, trust, and integrity in all online activities related to SWA.

This policy provides guidelines for creating respectful and knowledgeable interaction on the internet. It also protects the privacy, confidentiality and interests of SWA current and potential Members.

## 2. Coverage

This Policy applies to all persons who are involved with the activities of SWA, whether they are in a paid or unpaid/voluntary capacity and includes:

- Members, including Life Members of SWA
- Persons appointed or elected to SWA Board, committees and sub-committees;
- SWA Employees
- Support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others, at any time
- Coaches and assistant coaches
- Athletes
- Technical Officials
- Member Clubs, Regions and Entities
- Spectators and family members of SWA Members

The people above are collectively known as **SWA Personnel**.

## 3. Scope

This Policy applies to anyone posting content on any social media platform related to SWA that could affect SWA's business, products, services, events, partners, Members, and/or reputation.

This Policy applies to platforms including, but not limited to:

- Social networking sites
- Video and photo-sharing websites or apps
- Blogs and micro-blogging platforms
- Review sites
- Live broadcasting apps
- Podcasting
- Geo-spatial tagging
- Online encyclopaedias
- Instant messaging
- Online multiplayer gaming platforms
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content

This policy is applicable when using social media as:

- I. An officially designated individual representing SWA on social media and
- II. If you are posting content on social media in relation to SWA that might affect SWA's business, products, services, events, sponsors, Members or reputation.

#### 4. Using Social Media in an Official Capacity

Individuals must be authorised by SWA's CEO before engaging in social media as a representative of SWA.

SWA personnel who are part of the SWA community represent the SWA brand. As such, the boundaries between representing yourself and representing SWA can often be blurred. This becomes even more of an issue as you increase your profile or position within SWA. Therefore, it is important that you represent both yourself and SWA appropriately online at all times.

#### 5. Rights and Responsibilities

SWA is committed to ensuring the sport of swimming is safe, welcoming and inclusive. Importantly, SWA Personnel play a crucial role in this commitment and are encouraged to contribute to the elimination of any inappropriate behaviour on social media by:

- a) Complying with this Policy; and
- b) Reporting any perceived incidence of non-compliance with this Policy to SWA Management and maintaining confidentiality while the incident is being resolved.

##### 5.1 Rights of the User

Rights of a social media user include, but are not limited to:

- Publicise personal views, insights and opinions
- Operate as a separate entity from SWA or affiliate
- Report inappropriate, unsavoury or derogatory online behaviours
- Right to feel safe

##### 5.2 Responsibilities of the User

SWA Members are personally responsible for the content of their posts online. Responsibilities of a social media user include, but are not limited to:

- Interact with other Members in a respectful manner
- Ensure content is not defamatory, threatening, harassing, hateful or discriminatory
- Ensure content does not infringe on the intellectual property of others
- Ensure content does not impersonate or falsely represent any other person or entity
- Ensure content upholds SWA's child-safe practices and related policies
- Ensure personal opinions do not damage or demean individuals or entities
- Provide factual and accurate information
- Adopt privacy practices and seek to protect the privacy of others
- Accept only requests from people who are known and trusted
- Report inappropriate, unsavoury or derogatory online behaviours
- Adhere to the Terms of Use for any social media site or application
- Respect SWA's core values and agreed behaviours
- Adhere to the SWA Constitution

## 6. Regulation

Any SWA Personnel found to have uploaded content or engaged in interactions that do not comply with this Policy may be subject to an investigation and actions in accordance with the disciplinary procedure contained in Swimming Australia's Member Protection Policy.

SWA reserves the right to enforce this Social Media Policy at its discretion. SWA may remove any posted material from any SWA-managed platform that is considered to be in breach of the Policy. Any posting removed by SWA may be stored for future reference.

SWA may require that a Member, person or entity bound by this Policy remove material from social media that it believes in its sole discretion:

- Is illegal;
- Is unsavoury;
- Constitutes bullying or harassment;
- Has the potential to bring the sport into disrepute
- Is incompatible with the objectives of this Policy and/or
- Breaches any other SWA policy.

If SWA requires that material be removed from social media, it must be removed as quickly as possible. Unreasonable delays in removing material from a site may result in disciplinary action against the Member, person or entity.

## 7. Branding and Intellectual Property of SWA

SWA personnel must not post any intellectual property or imagery on their personal social media without prior approval from SWA.

SWA's intellectual property includes but is not limited to:

- Trademarks
- Logos
- Slogans
- Imagery posted on SWA's official social media sites or website.

You must not create an official or unofficial SWA presence using the organisation's trademarks or name without prior approval from SWA. Where permission has been granted to create or administer an official social media presence for SWA, the SWA Branding Guidelines must be adhered to at all times.

SWA personnel must not imply that they are authorised to speak on behalf of SWA unless they have been given official authorisation by SWA to do so.

## 8. Confidentiality and Reporting

Breaches of this policy must be reported to SWA Management within 14 days of any occurrence. Breaches of this policy must be kept confidential, and disclosure to any third party beyond SWA Management is not permitted unless disclosure is:

- Necessary as part of the corrective process; or
- Required by law.

Any SWA Member found to have sent inappropriate electronic communication, uploaded inappropriate website content or engaged in a manner via social media that harasses, offends, intimidates or humiliates may face disciplinary action as outlined by the relevant SWA Policy.

## 9. Related Documents

Related SWA documents include the following:

- SWA Constitution
- Swimming Australia Member Protection Policy

## 10. Version Control

Version	Issue Date	Approved By	Approval Date	Review Date
1.0	May 2024			2026