



Policy on Appropriate Use of Social Media

Introduction

The objective of the Appropriate Use of Social Media Policy is to provide Riverton Aquanauts Swimming Club (RVA) squad members and parents with standards of use as they engage in conversations or interactions using Social Networking Media. Riverton Aquanauts members are representing our Club at all times.

This document is developed using the following principles and guidelines:
A sense of fairness, responsibility and accountability.
Swimming Australia Limited Media Policy.

Definitions

Social Media Channels – Blogs, micro-blogs, wikis, social networks, social bookmarking services, user rating services and any other online collaboration, sharing or publishing platform, whether accessed through the web, a mobile device, text messaging, email or any other existing or emerging communications platform.

Some examples are (but not limited to):

- networking sites and apps, e.g. Facebook, My Space, Bebo, Friendster
- video and photo sharing websites and apps e.g. Instagram, Flickr, YouTube, Blip.TV
- micro blogging and activity stream sites and apps e.g. Twitter, Jaiku, Yammer
- blogs and blogging platforms e.g. Wordpress, Blogger, Tumbler
- forums and discussion boards, Trove Forum, Yahoo! Groups, Google groups
- online encyclopedias e.g. Wikipedia
- online communication tools and apps e.g. Skype, Viber, iMessage, Facetime, HeyTel
- any other websites that allow individual users or companies to use simple publishing tools e.g. Wikis.

Social Media Account – A personalised presence inside a social networking channel, initiated at will by an individual. YouTube, Twitter, Facebook and other social networking channels allow users to sign up for their own social media account, which they can use to collaborate, interact and share content and status updates. When a user communicates through a social media account, their disclosures are identified as coming from the user ID they specify when they sign up for a social media account.

Social Media Disclosures – Blog posts, blog comments, status updates, text messages, posts via email, images, audio recordings, video recordings or any other information made available through a social media channel. Social media disclosures are the actual communications a user distributes through a social media channel, usually by means of their social media account.

Copyrights – Copyrights protect the right of an author to control the reproduction and use of any creative expression that has been fixed in tangible form, such as literary works,

graphical works, photographic works, audio-visual works, electronic works and musical works. It is illegal to reproduce and use copyrighted material through social media channels without the permission of the copyright owner.

Hosted Content – any text, pictures, audio, video or other information in digital form that is uploaded and resides in the social media account of the author of a social media disclosure. If you download content off the internet and then upload it to your social media account, you are hosting that content. This distinction is important because it is generally illegal to host copyrighted content publicly on the internet without first obtaining the permission of the copyright owner.

Social Media

General Use of social media

As you represent Riverton Aquanauts Swimming Club and are their squad members, 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, your school and the Club. These actions and content are permanent – once you have posted online you lose all control of the content and it will stay even though you may have erased and this may be a problem for you in the future. There is very little security in most of these environments and what you think may be private, most certainly is not.

What is considered appropriate and not appropriate within 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 would not be comfortable if your parents 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 actions on others – would you be comfortable if you were subject to that comment or photo?

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

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 with little control over the content or usage of the photograph.

Riverton Aquanauts Social Media Accounts

Riverton Aquanauts Swimming Club has in place a main Facebook page, as well as an Instagram account, which is openly shared and can be viewed by any person. It's content is strictly controlled by Admins.

The Club Committee will appoint Committee Members to monitor the Club Social Media Accounts.

Membership of Club Social Media Accounts will be limited to selected Club Committee and Coach/es

All social media accounts are to be approved by the Committee prior to commencement. Inappropriate use of Club Social Media accounts may result in cancelled access/membership.

Riverton Aquanauts Swimming Club Rules on Social Media General Rules

- Permission must be given to take any photo, video or audio of any person.
- 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 is 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 organization;
- Do not engage in any activity that could bring the reputation of Riverton Aquanauts Swimming Club, Swimming Australia, or Swimming WA or the sport of swimming into disrepute.

Version	Description	Date
V1	Social Media	30/3/2023