

# TRARALGON SWIMMING CLUB

## Social Media Guidelines

15 May, 2012

### **Official guidelines for all social media activity related to the Traralgon Swimming Club (TSC)**

#### **To whom the guidelines apply:**

These guidelines apply to all swimmers, coaches, members, and other people involved in the TSC who contribute to or create content for social media.

#### **Reason for Social Media Guidelines**

These guidelines are for the protection of club members and the Traralgon Swimming Club. They ensure that all members are aware of what constitutes responsible social media usage and what is inappropriate and unacceptable.

#### **Definition of social media:**

Social media includes Facebook, Twitter, YouTube, LinkedIn, blogs, texting/SMS and any other social networking tools or content-sharing sites used by people to whom these guidelines apply.

#### **What happens if I don't follow these guidelines?**

You are expected to understand and follow these guidelines. If you do not, you may be subject to disciplinary action and put your future membership of TSC at risk.

Be aware that if a serious breach occurs, it may be necessary to contact the police or other authorities to deal with the matter.

#### **Check these guidelines:**

These guidelines are likely to be further updated as new technologies and social networking tools emerge. Make sure that you check back once in a while to make sure you are up to date.

#### **The Guidelines:**

If you participate in social media, please follow these guiding principles:

- Post respectful and meaningful comments, and be appropriate and polite when expressing your opinions.
- Always pause and think before posting. Remember that you are posting to a public space and that your comment can exist in cyberspace forever.
- Do not engage in behaviour that might be considered to be hurtful, offensive or disrespectful to another person - especially to swimmers, coaches, officials and members of TSC/other clubs or the wider swimming community.
- Do not use social media to make derogatory comments about issues or concerns that you or others have relating to the TSC (such as swimmer, coaching or management

issues). Such concerns should be expressed directly to the President or Senior Head Coach.

- Bullying, discrimination or victimisation will not be tolerated under any circumstances and any breach will be treated seriously.

**Concerns about the activities of others:**

If you have concerns about or believe that these guidelines may not have been followed by a person to whom they apply, please inform the Club President or Senior Head Coach either verbally or in writing.

**Bullying** means the repeated intentional use of negative or hurtful words and/or actions by a person, or a group of people, against another person or group of people.

**Discrimination** means the exclusion of another person from a sporting activity based on, among other things, that person's age, disability, physical features, race, religion, sex, or sexual orientation. It does not include the exclusion of people from competitive sporting activities. It does include the exclusion of a person in the context of coaching, refereeing, or administration of a sporting activity.

**Victimisation** means threatening another person or subjecting them to a detriment because of a concern they have raised, or a complaint they have made, relating to the TSC or this policy.