



INTERNET AND SOCIAL MEDIA

GUIDELINES

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INTRODUCTION

Use of the internet and social media by all persons bound by these guidelines is encouraged by the Illawarra Academy of Sport (IAS) to engage with athletes, program staff, sponsors, partners and the general public. It is also acknowledged by the IAS that social media is a broad and instant form of communication and treats all social media content, whether written, photographic, video, or audio as public comment which is accessible to all. This document is intended to provide IAS Staff with guidelines to eliminate any confusion concerning the use of the internet and social media.

WHY GUIDELINES?

The IAS recognises the need for guidelines which clearly outline the expectations for appropriate use of the internet and social media tools. Any presence that the IAS has in the public arena has the potential to impact the reputation of the IAS.

WHO IS BOUND BY THESE GUIDELINES?

Persons bound by these Guidelines include athletes, coaches, employees, independent contractors, other Swimming Australia members.

WHO DO I CONTACT WITH ANY QUESTIONS?

If you have any questions about this guide, how to implement its guidelines or would like to make a complaint in relation to internet and social media activities, please contact Senior Program Manager, Shawn McEachin by phone on 02 4225 3899 or email programs@ias.org.au.

APPROPRIATE BEHAVIOUR AND RESPONSIBILITIES

The IAS encourages representatives to embrace the internet and social media and the opportunities that it provides. However, representatives that participate in internet and social media are encouraged to:

- Be clear about who you are representing;
- Take responsibility for your content;
- Show respect for the IAS and the individuals and organisations we represent.

‘OFFICIAL’ VERSUS ‘UNOFFICIAL’ USE

This section of the document aims to provide IAS representatives with an advised approach to effective and appropriate participation in internet social media. This includes both official use (internet and social media activities carried out under the IAS ‘banner’) and unofficial use (personal use of internet and social media).

It is important to note that when utilising the internet and social media for ‘unofficial’ purposes, if you identify yourself as a representative of the IAS and/or discuss matters relating to the IAS in a public forum, you may be held accountable for any comments that breach IAS policies.

To avoid any confusion, it is recommended that you use a standard disclaimer such as “The views expressed are my own and do not necessarily reflect the views of the IAS”.

LIABILITY

When Persons bound by these guidelines choose to go public with any comments or material in any way (‘official’ or ‘unofficial’), including on social media, they are solely responsible for such comments and materials. Individuals should be aware that they can be held personally liable for any comments and material that may be deemed to be defamatory, obscene or proprietary. In essence, individuals bound by these guidelines post comments and materials at their own risk. Further, Persons bound by these guidelines should at all times make it clear that any comments and materials are made in their individual capacity and that they do not represent Swimming Australia, its sponsors or any other third party.

PUBLIC 'COMMENT'

The IAS treats all written online and social media postings, blogs, status updates and tweets as public 'comment'. While the IAS encourages representatives to express their opinions and participate in internet and social media, it is expected that individuals will do so in an appropriate manner. It is worth remembering that comments that would be deemed inappropriate in normal conversation are no different in the social environment. It is advisable to always consider what you want to say before posting a comment.

Comments that are, or could be considered offensive, discriminatory, defamatory or illegal will be immediately removed from IAS internet and social media tools or employees will be requested to remove the comment. Depending on the nature of the comment, further action may be required in accordance with AIS policies.

Please consider the partnerships that the IAS has with other organisation such as program partners, sponsors and providers. The opinions that you express should not be detrimental to IAS stakeholders or potential stakeholders (athletes, coaches, sponsors, potential sponsors, the media, etc).

POSTINGS, BLOGS AND TWEETS

The IAS treats all written social media postings, blogs, status updates and tweets as public 'comment'. As a result, all individuals bound by these guidelines should not comment or respond to a comment in a way that may be construed as negative or may be considered derogatory towards others, or put themselves in a situation where they may harm their reputation, the reputation of their teammates or the IAS, including its sponsors and stakeholders or any other third party.

PHOTOGRAPHS, VIDEO, AUDIO

The IAS also treats all photographs, video and audio 'material' posted onto social media as public comment and accessible to the public. Any material that may be considered negative, derogatory or inappropriate towards Persons bound by these guidelines should not be posted. Where content is gathered in a team or event environment as part of standard media and communications practices by IAS staff, approval for posting such material is covered under the athlete agreements. Individuals bound by these guidelines should also be mindful that material posted may be subject to intellectual property rights and all relevant consents and waivers should obtained before using any material that may be subject to intellectual property rights.

When posting visual material regarding children under the age of 18 years of age, the IAS does not approve any material being posted that will directly identify any those athletes without the prior consent of parents or guardians.

COPYRIGHT AND CONFIDENTIALITY

Please ensure that you do not post content that includes material that is not your own work without acknowledgement of the appropriate individual. Copyright infringements apply to internet and social media activities. Should you have any questions in relation to copyright laws please speak to the IAS General Manager.

Please also adhere to IAS confidentiality policies and only disclose publically available information as well as ensuring that all references to the IAS are accurate.

ENGAGING WITH ATHLETES

When staff and program staff engage with athletes via the internet and social media, it is your responsibility to ensure that your behaviour is of the standard outlined above.

REPORTING

If you believe content posted by a representative of the IAS is inappropriate or breaches these guidelines please contact IAS Senior Program Manager, Shawn McEachin.

IAS INTERNET SOCIAL MEDIA

Social networking through the use of internet-based and other internet and social media tools is integrated into everyday life. Using the internet and social media has become an efficient means of communicating with stakeholders. The IAS is committed to communication with stakeholders being appropriate and related to IAS matters.

WHAT IS CLASSIFIED AS SOCIAL MEDIA?

Due to the dynamic nature of social media the below list of social media is not inclusive, is subject to change, and will frequently be updates. Social media includes but is not limited to:

- Websites/web pages;
- Social networking sites such as Facebook, Twitter, Google +, etc;
- Blogs such as Blogger, Tumblr, Wordpress, etc;
- Video and file sharing such as YouTube ; Flickr; Vimeo; etc;
- Forums and discussions boards such as Whirlpool, Yahoo! Groups, etc;

FREQUENCY & RESPONSE TIMES

Effective participation in social media requires frequent interaction and communication, this means that content needs to be regularly updated and responses to any enquiries need to be provided within an acceptable period of time e.g. 24 hours.

MODERATION

The IAS Social Multimedia Facilitator and Senior Program Manager will maintain a register of all official IAS internet and social media activities and monitor them regularly. If the guidelines outlined in this document are not being met, the Multimedia Facilitator or Senior Program Manager will contact the appropriate representative(s) to discuss changes and to determine if the continuation of the activity is appropriate.

The IAS reserves the right to remove (or request to be removed) any content published on official and unofficial internet and social media sites which breach these guidelines or other relevant IAS policies.

APPROVALS

Where representatives of the IAS wish to implement internet and social media under the IAS banner (official internet and social media), an IAS internet and Social Media Request Form, including a project brief, is to be submitted to the IAS.

All IAS internet and social media activities should follow IAS brand guidelines outlined in the IAS Brand management Style Guide and all stylistic themes, designs, proposed content, etc. should be approved by the IAS.

IAS Internet and Social Media Request Forms and project briefs should be emailed to, Shawn McEachin, Senior Program Manager at programs@ias.org.au.

IAS ONLINE AND SOCIAL MEDIA TOOLS

The following platforms are incorporated as the IAS online and social media network.

IAS Website www.illawarraacademy.org.au

Facebook www.facebook.com/iasport

Twitter www.twitter.com/iasport

YouTube www.youtube.com/iasport

Google + <https://plus.google.com/102863094185311930587/posts>



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