

Gymnastics WA Social Media and Communication Policy



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1. Policy Statement

Gymnastics Western Australia Social Media and Communication Policy has been developed to serve the best interests of its members. Social networking through the use of internet-based and other electronic social media tools are integrated into everyday life. GWA recognises the importance of the internet to improve and increase the flow of information, shaping public thinking about our organisation, members, sponsors and partners.

Gymnastics Western Australia (GWA) is committed to supporting your right to interact knowledgeably and socially through electronic communication, blogging, wikis and interaction in Social Media.

This Policy provides guidelines to assist open up a respectful, and knowledgeable, interaction with people on the internet. It also protects the privacy, confidentiality, and interests of GWA current and potential members.

2. Policy Coverage

This policy applies to the following GWA members, whether they are in a paid or unpaid/voluntary position:

- Individuals sitting on boards, committees and sub-committees;
- Employees and volunteers;
- State team officials and athletes;
- Support personnel (eg: managers, physiotherapists, psychologists, masseurs, sport trainers);
- Coaches and assistant coaches; and
- Judges and other officials.

3. Purpose of Policy

The purpose of the GWA Social Media and Communication Policy is to provide GWA members with guidelines to eliminate any confusion concerning the use of internet communication and Social Media.

Consequently, these guidelines will help GWA members make appropriate decisions about the use of electronic communication, multi media, social networking websites, blogs and wikis for both professional and personal use.

4. Application of Policy

Gymnastics Western Australia appreciates the value of using electronic communication tools and social media to build more meaningful relationships with GWA members.

If you are a GWA member using SMS, emails, adding news to the GWA website, social media, or if you are discussing GWA or GWA business related issues in your personal use of social media platforms, you are required to follow this policy.

Electronic Communication and Social media tools include:

- SMS and emails;
- Websites;
- Social networking sites eg Facebook, My Space, Bebo, Friendster;
- Video and photo sharing websites eg Flickr, You Tube, Multiply;
- Micro-blogging sites eg Twitter;
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications;
- Forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups;
- Online encyclopaedias such as Wikipedia;
- Any other web sites.

5. Roles and Responsibilities

GWA members are personally responsible for the content of their posts online. In this context, they have a responsibility to ensure that:

- Any information about GWA products and services that you provide is informed and factually accurate;
- If you notice inappropriate or unlawful content online relating to GWA that may otherwise have been published in breach of this policy, you should report the circumstances via email to the GWA office;
- If you are offering your personal perspective on a matter related to GWA, be mindful that your commentary and opinion does not cause damage to GWA or its interests;
- If you want to create a social media account for GWA, you need formal permission from the GWA Executive Director and/or the GWA Board; and
- Internet postings should not include GWA logos or trademarks unless permission is asked for and granted.

GWA members are expected to:

- Ensure that any content you publish or send complies with GWA policies;
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including GWA, its employees, its contractors, its partners, its competitors and/or other business related individuals or organisations;
- Ensure you are not the first to make a GWA announcement;
- Ensure you do not disclose other people's personal information in websites, emails, SMS, social media venues, and comply with the Privacy Policy;
- Ensure you ask permission before identifying other people, including staff members;
- Ensure your Social Networking profiles are set to private (check the privacy setting);
- Ensure to always log out of social media on your smart phones, laptop, public computer, etc;
- Ensure to not leave your phone/laptop unattended and add a security password to protect your devices;
- Ensure to only accept Social Networking friends request from people you know and trust; and
- Ensure to not start or join any offensive or controversial social media group.

GWA members are required to:

- Be respectful of all individuals and communities with which you interact online (*refer to GWA Member Protection Policy for other relevant policies, such as: Child Protection Policy; Anti-discrimination and Harassment Policy; Sexual Relationship Policy, Photographing and videoing of Children Policy; Pregnancy Policy; Gender ID Policy*);
- Not to speak on behalf of GWA. Only the Executive Director, Managers and the President of the Board can speak on behalf of GWA;
- Be polite and respectful of others' opinions, even in times of heated discussion and debate;
- Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the website or social media platform being used; and
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on website and social media platforms.

Gymnastics Western Australia will appoint a person, or persons, who will manage the GWA Social Media and Communication technologies.

GWA reserves the right to request that certain subjects are avoided, withdraw certain posts, and remove inappropriate comments.

6. Complaints

Gymnastics Western Australia aims to provide an easy to use, confidential and trustworthy procedure for complaints based on the principles of natural justice. Any person may report a complaint (complainant) about a person/s or organisation bound by this policy if they reasonably believe that a person/s or a sporting organisation has breached this policy.

A complaint should be reported to Gymnastics Western Australia's Office. A complaint may be reported as an informal or formal complaint. The complainant decides whether the complaint will be dealt with informally or formally.

All complaints will be dealt with promptly, seriously, sensitively and confidentially.

7. Policy Breaches and Consequences

Any GWA member who is found to have sent inappropriate electronic communication, uploaded inappropriate website content or engaged in blogs that harass, offend, intimidate or humiliate may face disciplinary action as outlined in GWA member protection policy or other welfare policy or covered by the GWA Code of Behaviour.

Members publishing false or misleading comments about another person in a public domain may be liable for defamation.

8. Confidentiality and Reporting

Gymnastics Western Australia's administration responsible for implementing this Policy will keep confidential, in line with the Privacy Policy, the names and details relating to complaints, unless disclosure is:

- Necessary as part of the corrective process or

- Required by law

9. Reference

- I. GWA Member Protection Policy;
- II. GWA Statement of Purpose and Rules;
- III. Play by the Rules – Communication and Technology Policy;
- IV. WAIS Facebook Guidelines;
- V. Social Networking Services, Social Media and Sport: guidelines for safeguarding for children and young people (Child Protection in Sport Unit – Australian Sport Commission);
- VI. Facebook – Social Media Acceptable Use Policy (Australia Sport Commission);
- VII. Social Media – Telstra’s 3 Rs of Social Media Engagement