



Carlile Swimming Social Media Policy

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1. Purpose

Social media is changing the way we communicate. As a member-based organisation, Carlile Swimming Team recognises the benefits of social media as an important tool of engagement and enrichment for its members. Along with those benefits are associated risks that must be minimised to protect our members.

This policy has been developed to inform members of their responsibilities and obligations while using social media. It also includes details of breaches of the policy.

2. Policy

2.1. Personal Use

Carlile Swimming Team members using social media must not:

- Post, host, text or email any content that is abusive, hurtful, harassing, threatening, demeaning, defamatory or libellous.
- Post or share any content that includes insulting, obscene, offensive, provocative or hateful language.

- Use Carlile Swimming Team's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Post or share any content in breach of Carlile Swimming Team, Carlile Swimming, Swimming NSW and Swimming Australia policies.

2.2. Usage relating to Carlile Swimming Team

As a part of the Carlile Swimming Team community, you are an extension of the Carlile Swimming brand. As such, the boundaries between when you are representing yourself and when you are representing Carlile Swimming can often be blurred. Members are expected to behave and express themselves appropriately, and in ways that are consistent with our stated values and principles.

You must not use any of Carlile Swimming Team's intellectual property or imagery on your personal social media without prior approval from Carlile Swimming staff. This includes but is not limited to:

- Trademarks
- Logos
- Slogans

2.3. Guidelines for Social Media use

Members are encouraged to adhere to the following guidelines when using social media:

- Use common sense – Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.
- Protect your privacy - Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.
- Respect confidentiality and sensitivity - When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.
- Gaining permission when publishing a person's identifiable image - You must obtain express permission from an individual to use a direct, clearly identifiable image of that person. You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

- Discrimination, sexual harassment and bullying - You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

2.4. Breach of Policy

Failure to abide by these guidelines could put your membership with the Carlile Swimming Team at risk.

If you notice inappropriate or unlawful content online relating to the Carlile Swimming Team or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately. Breaches of this policy should be reported to:

- Squad coach
- Member Protection Information Officer & Competitive Programs Manager – Matt Adair (madair@carlile.com.au)

Policy date: December 2020