



## USE OF SOCIAL MEDIA POLICY

Version 1.0

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### INTRODUCTION

*(Social Media, Blogging and Internet Guidelines for Coaches, Staff and other Water Polo South Australia members)*

Water Polo SA encourages the appropriate use of social media by all Persons bound by these Guidelines to engage with fans, promote the sport of Water Polo, individual athletes and communicate with the general public and media. Water Polo SA acknowledges 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.

### REPUTATION

Research shows that the sport of Water Polo has an enviable image amongst all sports in Australia. Water Polo is a successful and high profile Olympic sport in Australia and as a result has developed a strong reputation within South Australia, Australia and general public. The challenge for all Persons bound by these Guidelines is to promote Water Polo even further, including through the use of social media, enhancing its credibility.

### POSTINGS, BLOGS AND TWEETS

Water Polo SA treats all written social media postings, blogs, status updates and tweets as public 'comment'. As a result, all Persons 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 club, school, or Water Polo SA, including its sponsors and stakeholders or any other third party.

### PHOTOGRAPHS, VIDEO & AUDIO

Water Polo SA 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 should not be posted.

### INTELLECTUAL PROPERTY RIGHTS

Persons bound by these Guidelines should also be mindful that material posted may be subject to intellectual property rights, including copyrights, trademarks, patents, industrial design rights, and trade secrets, and all relevant consents and waivers should be obtained before using any material that may be subject to intellectual property rights; Water Polo SA Social Media, Blogging and Internet Guidelines.

### EDUCATION

Water Polo SA will actively educate Persons bound by these Guidelines on the best practice use of social media and encourages 'positive posting' as a means of communicating via social media. Water Polo SA works with the South Australian Sports Institute, Water Polo Australia, and other like-minded organisations to ensure all members are well versed on what is appropriate use of social media and what is not.

## **LIABILITY**

When Persons bound by these Guidelines choose to go public with any comments or material in any way, 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, confidential or proprietary. In essence, Persons 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 Water Polo SA, its sponsors or any other third party.

## **MONITORING**

Water Polo SA does not actively monitor social media content of Persons bound by these Guidelines. Water Polo SA may however monitor online content which could impact on member clubs, schools and Water Polo SA itself as well as sponsors and stakeholders.

## **INFRINGEMENTS**

In the spirit of educating Persons bound by these Guidelines about the appropriate use of social media, Water Polo SA endeavours to work with individuals and members on the appropriate use of social media. Water Polo SA reserves its right to take any other appropriate measures with respect to infringements of these Guidelines, including issuing a takedown notice, imposing other sanctions, and or taking legal action for damages.

## **AMENDMENTS/INTERPRETATION**

Water Polo SA reserves the right to amend these Guidelines as it deems appropriate. The Water Polo SA Board shall be the final authority with respect to the interpretation and implementation of these Guidelines.

## **PERSONS BOUND BY THESE GUIDELINES**

Persons bound by these Guidelines include athletes, coaches, employees, independent contractors, volunteers and other Water Polo members.

## **A FEW FINAL TIPS**

1. Think twice and post once – Do not post anything that you would not want your grandmother to read because once it is in cyberspace it is there forever. You might delete it later but that doesn't mean it has not been cached (stored) in one of the thousands of search engines that operate on the Internet or has not been forwarded on or copied into someone else's domain.
2. What might seem amusing and innocent to you at present may not seem so amusing when you are looking to sign a contract or commence employment, or a comment you made about someone comes back to haunt you further down the track.

3. Having 5000 friends on Facebook, 4970 of whom you have never met, is not something to aim for unless you are running your Facebook page as a fan medium rather than a personal page. The safest option is to ensure that your profile on Facebook is set to PRIVATE. By keeping profiles private, fans and strangers will not be able to click into your profiles and invade your privacy.
4. Understand that what you say on Facebook or Twitter is online and public forever and you are responsible for your content.
5. Only post at times that are accepted by team standards.
6. If you make a 'mistake' please own up to it immediately, apologise and be genuine.
7. When commenting as an individual, please use the 1<sup>st</sup> Person (e.g. I, me, mine).
8. Never reveal any confidential or proprietary information.
9. Never make disparaging or offensive comments, particularly about other countries/States/clubs. Show respect. Stop and think before you post/tweet/send.
10. If you discover any negative comment made about WPSA or its teams please discuss the post with the appropriate person as soon as possible. Use your best judgement and alert the WPSA Operations Manager.