



GYMNASTICS VICTORIA

Social Media Policy

POLICY NAME	Social Media Policy
DATE OF ISSUE	July 2017
POLICY COVERAGE:	All Gymnastics Victoria (GV) events and activities including competitions, education courses, workshops, meetings, seminars or any other activities organised by GV. This policy applies to everyone included in the 'Coverage' area of this policy including GV Staff, Board, Volunteers, Judges, Technical Committees, Regional Committees and State Team members.
TIME OF REVIEW	Biennially
CONTROLLING BODY	Gymnastics Victoria
DEFINITIONS	Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

1. INTRODUCTION

Social media is changing the way that we communicate.

This policy outlines protocols for Gymnastics Victoria (GV) Personnel in relation to using social media to undertake official GV business and provides guidance for GV Personnel their personal use of social media so that they feel enabled to participate, while being mindful of their responsibilities and obligations. This policy provides

practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved. It also includes details of breaches of the policy.

This policy assists to establish a culture of openness, trust and integrity in all social media activities related to GV.

In circumstances where guidance about social media issues has not been given in this policy, GV Personnel are expected to use common sense or seek out advice from those who have approved this policy.

2. STATEMENT OF PRINCIPLE

GV is committed to providing the highest levels of membership service. This includes protecting members' privacy, promotion of positive behaviours and protecting the health, safety and wellbeing of members. This policy reiterates GV's commitment to its members.

3. COVERAGE

This policy applies to all persons who are involved with the activities of GV, whether they are in a paid or voluntary capacity and including, but not limited to:

- persons appointed or elected to GV Boards, Committees and Sub-Committees;
- employees of GV
- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others that support GV services, programs and activities
- coaches and assistant coaches;
- gymnasts on State Teams and at the High Performance Centre
- judges and other officials;
- technical members affiliated with GV

The people above are collectively known as **GV Personnel**.

This policy is not intended to cover participants who act in a club capacity. Gymnastics Australia is currently developing a national policy for participants who act in a club capacity.

4. SCOPE

This policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an individual officially designated to represent GV on social media; or
2. GV Personnel posting content on social media in relation to GV that might affect GV's business, products, services, events, sponsors, members and/or reputation.

6. RELATED DOCUMENTS

Related GV documents include the following:-:

- Privacy Policy
- Constitution
- Codes of Behaviour
- Member Protection Policy
- Authorized Photographers Agreement.
- Photographic Policy

- Child Protection Policies and Codes of Conduct
- Anti-Discrimination, Harassment and Bullying Policy
- Grievances and Complaints Policy
- Board Correspondence Handling Policy

7. USING SOCIAL MEDIA IN AN OFFICIAL CAPACITY

A person must be authorised by the CEO of Gymnastics Victoria before engaging in social media as a representative of Gymnastics Victoria.

GV personnel who are part of Gymnastics Victoria's community are an extension of the Gymnastics Victoria's brand.

As such, the boundaries between when personnel are representing themselves and when they are representing Gymnastics Victoria can often be blurred. This becomes even more of an issue as personnel increase their profile or position within Gymnastics Victoria. Therefore it is important that personnel represent themselves and Gymnastics Victoria appropriately when online at all times.

8. GUIDELINES

GV Personnel must adhere to the following guidelines when using social media related to GV or its business, products, competitions, teams, participants, services, events, sponsors, members and/or reputation.

- 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.

When using social media, the lines between public and private and personal and professional may be blurred. Remember that GV Personnel are ambassadors for GV.

- Protecting privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, GV Personnel should refrain from posting any content online that they

would not be happy for anyone to see, even if a person feels confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. GV Personnel should also be cautious about disclosing their personal details.

- Honesty

The honesty—or dishonesty— of GV personnel may be quickly noticed in the social media environment. GV Personnel must not say anything that is dishonest, untrue or misleading. If a person is unsure they must check the source and the facts before uploading or posting anything. GV recommends erring on the side of caution and, if in doubt, do not post or upload.

GV Personnel are not to post anonymously, using pseudonyms or false screen names. GV Personnel must be transparent and honest, must use their real name, must be clear about whom they are and must identify any affiliations they have.

If GV Personnel have a vested interest in something being discussed, they must point it out. If GV Personnel make an endorsement or recommendation about something they are affiliated with, or have a close relationship with, they must disclose that affiliation or close relationship.

Social media not anonymous. GV Personnel should assume that all information posted on social media can be traced back to them. GV Personnel are accountable for their actions both on and offline, including the information they post via their personal social media accounts.

- Use of disclaimers

Wherever practical, GV Personnel must include a prominent disclaimer stating who they work for or are affiliated with (e.g. member of GV), that anything they publish is their personal opinion and that they are not speaking officially. This is good practice and is encouraged, but cannot be counted on to avoid trouble as it may not have legal effect.

- Reasonable use

Employees of GV must ensure that their personal use of social media does not interfere with their work commitments or productivity.

- Respect confidentiality and sensitivity

When using social media, GV Personnel must maintain the privacy of GV's

confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of GV.

GV Personnel must remember that if they are online they are on the record and that much of the content posted online is public and searchable.

Within the scope of authorisation by GV, it is acceptable for GV Personnel to talk about GV and have a dialogue with the community, but it is not acceptable to publish confidential information of GV. Confidential information includes, but is not limited to things such as details about litigation or other legal matters, unreleased product information and unpublished details about GV's:

- Financial information;
- State teams before official release; or
- Documents marked as confidential.

When using social media GV Personnel should be considerate to others and must not post information when they have been asked not to, or where consent has not been sought and given. GV Personnel must remove information about another person if that person asks them to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding a child under the age of 18 years. In such circumstances, parental or guardian consent is mandatory.

- Facebook and other social media platforms

All GV appointed coaches, judges, officials, staff members and/or medical staff must not connect, or be connected, with a child under the age of 18 years on social media. Connect, or be connected, with means to join, link, tie, follow, friend, unite, associate, relate, bond, hook up, attach to, or otherwise associate, or be associated, with another individual via social media.

If a GV appointed coach, judge, official, staff member and/or medical staff has a personal relationship with a child under the age of 18 years prior to joining a gymnastic club then a "prior relationship" form must be completed including justification as to why the person is connected with the child on social media. This form is to be held by the GV office and reviewed biennially. This does not mean that GV approves the connection on social media; only that it is recording that connection.

- Complying with applicable laws

GV Personnel must not post or link to content that contains illegal or indecent content

including, but not limited to defamatory, vilifying or misleading and deceptive content.

- Abiding by copyright laws

It is critical that GV Personnel comply with the laws governing copyright in relation to material owned by others as well as GV's own copyright and brands.

- Discrimination, sexual harassment and bullying

The public in general, and GV Personnel, reflect a diverse set of customs, values and points of view.

GV Personnel must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media GV Personnel may also be bound by GV's values including the Anti-Discrimination, Harassment and Bullying Policy.

- Avoiding controversial issues

GV Personnel are required to report to the GV office any misrepresentations made about GV in the media.

- Dealing with errors

If GV Personnel make an error while posting on social media, they must report the error to the CEO of GV and address it quickly. If a person chooses to modify an earlier post, they must make it clear that they have done so. If GV is accused of posting something improper (such as the copyrighted material of others or a defamatory comments), this must be addressed promptly and appropriately and, if necessary, legal advice should be sought.

- Conscientious behaviour and awareness of the consequences

Keep in mind that what a person writes is their responsibility, and failure to abide by these guidelines could put each person's involvement with GV at risk.

GV Personnel should always follow the terms and conditions for any third-party sites in which they participate.

9. BRANDING AND INTELLECTUAL PROPERTY OF GYMNASTICS VICTORIA

GV Personnel must not post any of GV's intellectual property or imagery on their personal social media without prior approval from the CEO of GV.

GV's intellectual property includes, but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on GV's official social media sites or website.

GV Personnel must not create either an official or GV presence using GV's trademarks or name without prior approval from the CEO of GV.

GV Personnel must not imply that they are authorised to speak on behalf of GV unless they have been given official authorisation to do so by the CEO of GV or the Chair of the GV Board.

Where permission has been granted to create or administer an official social media presence for GV, the GV Branding Guidelines must be adhered to at all times.

10. POLICY BREACHES

Breaches of this policy include, but are not limited to:

- Using GV'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.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which, if said in person during training or competition would result in a breach of the rules.
- Posting or sharing any content in breach of GV's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to GV's social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing GV, its affiliates, sport, officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Reporting a breach

If a person notices inappropriate or unlawful content online relating to GV or any GV

Personnel, or content that may otherwise have been published in breach of this policy, they should immediately report the content to the CEO of Gymnastics Victoria.

For a complaint about the misuse of social media that occurs either prior to, during, or after a competition refer to the GV Grievance and Complaint Procedure.

11. INVESTIGATION

Alleged breaches of this policy may be investigated according to GV's:

- Privacy Policy;
- Constitution;
- Codes of Behaviour;
- Member Protection Policy;
- Authorized Photographers Agreement;
- Photographic Policy;
- Child Protection Policies and Codes of Conduct;
- Anti-Discrimination, Harassment and Bullying Policy;
- Grievances and Complaints Policy; and/or
- Board Correspondence Handling Policy.

Where it is considered necessary, GV may report a breach of this policy to the police or other relevant authority.

Disciplinary process, consequences and appeals

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in GV's Member Protection Policy. Employees of GV who breach this policy may face disciplinary action up to and including termination of employment in accordance with GV's Member Protection Policy or any other relevant policy.

POLICY PROMOTION

This policy will be made available to all members via the GV website at www.gymnasticsvictoria.org.au. This policy will be communicated to all staff, Board, and TC members.