



SOCIAL MEDIA POLICY: PHOENIX AQUATICS INCORPORATED

Disclaimer: Phoenix Aquatics accept no liability for any errors or omissions in this document. Furthermore, whilst it is hoped that members will find this resource useful, no liability arising out of its use can be accepted by Phoenix Aquatics. This resource is not a contract of employment and the role you undertake as a club member does not create an employment relationship between you and the club.

Social media platforms are a powerful marketing tool and when used correctly, can drive engagement with other parts of our club as well as allowing us to explore all avenues available to us in order to reach our members, coaches, officials or other target audiences.

We are also well aware that it is the communication tool of choice for the vast majority of our members and families. Please take the time to clearly communicate to your child our Social Media policy, especially the rules around posting/sharing images/footage to social media sites and the use of mobile phones/devices in changing rooms.

1: Phoenix Aquatics Incorporated (PA) is responsible for:

1. Promoting a safe environment for all members - swimmers and officials, families and volunteers, spectators and supporters.
2. Investigating comments and postings made by any member, family member and supporters that are inappropriate or may bring disrepute or disgrace to PA, Swimming New Zealand and its members, stakeholders, sponsors or partners.
3. Ensuring a prompt and accurate investigation of all breaches, including imposing appropriate sanctions as specified in the Disputes and Disciplinary Policy.

2: This Policy will apply to:

1. All members, families and volunteers, spectators and supporters of PA
2. All forms of social media including but not limited to emails, texting, Face Book, Instagram and Twitter, whether using club, public or **private** accounts.

3: Safe use of social media

Many social networking sites have age restrictions and to be eligible to sign up, users must be at least 13 years old. As an organisation, we do not encourage young members to use social networking sites, and our individual staff, employees and adult members should not engage with any young members online. This is for safeguarding reasons and to ensure their protection against any potential allegations.

4: Guidelines for members, families, volunteers and supporters of PA

While social media can provide exciting engagement with members and the public, it can also present a number of dangers and negative consequences if not used correctly, such as:

- *cyber bullying, through posts which are upsetting to people and often inaccurate;*
- *causing offence to individuals, or other clubs and organisations;*
- *exposure to inappropriate content, or offensive comments or pictures.*

It is important to note that misuse/abuse conducted on social media may result in sanctions as specified in PA Disputes and Disciplinary Policy or a criminal investigation and members are encouraged to directly refer criminal activity to the police.



SOCIAL MEDIA POLICY: PHOENIX AQUATICS INCORPORATED

Disclaimer: Phoenix Aquatics accept no liability for any errors or omissions in this document. Furthermore, whilst it is hoped that members will find this resource useful, no liability arising out of its use can be accepted by Phoenix Aquatics. This resource is not a contract of employment and the role you undertake as a club member does not create an employment relationship between you and the club.

Please make yourself familiar with the below guidelines:

- *The content and opinions you share via social media must be consistent with the values and professional standards of Phoenix Aquatics Incorporated. Social media may be used to promote our sport and Club and celebrate the achievements and successes of the people involved and, to provide an additional method of communication and notification about Club events and activities.*
- *Social network sites should never be used as a medium by which to abuse or criticise club members, Swimming New Zealand clubs, or any member of the public or other organisation and to do so may be in breach of both club and NGB Rules and Regulations.*
- *PA has the expectations that all members, volunteers, spectators and supporters will use best judgement at all times - do not publish something that makes you, or may make others, uncomfortable and never publish if you are feeling emotional or upset.*
- *Before posting any content check your facts are accurate, fair, and credible and check that spelling and grammar is correct.*
- *Be wary of publishing any identifying information about yourself or others, either in your profile or in your posts. Remember not to include personal details, such as phone numbers, workplaces, school names, addresses or birthdays.*
- *Never give out confidential information or other content that you do not have permission to publish (budgets, internal policies or documents, confidential information, intellectual property, etc).*
- *Clubs' members in a position of trust and/or responsibility should not be in direct contact with children through social networking sites.*
- *If a child requests to become a 'friend' on your social networking site, or request that you become a 'friend' on their own social networking site, you should decline if:*
 1. *you are in a position of responsibility in respect of that child.*
 2. *you hold a position of trust and responsibility in your club.*
 3. *your contact with the child is through club activities and the parent/guardian of the child does not give their consent to such contact.*
- *Any form of bullying, discrimination or harassment is unacceptable in our sport and will not be tolerated.*

5: Guidelines for Coaches and Managers

As well as adhering to the guidelines stipulated above, Coaches and Managers should ideally communicate with the parent/guardian of the child. However, if you need to communicate directly with the child/athlete, you also need to observe the cautions stated below.

- *If coaches or manager use text messages or any other social networking means to communicate directly with athletes of any age, content remains brief and functionally related to swimming and avoids any social comment*
- *If coaches or managers use Apps (such as, but not limited to, TeamReach) to communicate to squads, ensure all messaging is related to swimming and training requirements. We also ask that you monitor the use of the messaging by squad members to ensure they are not abusing the platform and are not in breach of the Clubs Code of Conduct, Anti Bullying or Social Media Policy.*



SOCIAL MEDIA POLICY: PHOENIX AQUATICS INCORPORATED

Disclaimer: Phoenix Aquatics accept no liability for any errors or omissions in this document. Furthermore, whilst it is hoped that members will find this resource useful, no liability arising out of its use can be accepted by Phoenix Aquatics. This resource is not a contract of employment and the role you undertake as a club member does not create an employment relationship between you and the club.

- *Do not include personal information of yourself or others in your communications*
- *Do not use offensive, provocative, or hateful language or images*
- *Use your best judgement – do not publish something that makes you feel the slightest bit uncomfortable and, never write/publish if you are feeling emotional or upset (or are intoxicated)*
- *Never comment on rumours, do not deny, or affirm them or speculate about rumours; and*
- *Always use electronic and social network forums to add value and promote the sport in a positive way.*

6: Parent or Guardian Photography

Photography by parents/guardians forms an important role in recording a child's moments of success, progress and celebration for the family and has quickly become an established social practice.

In the interest of protection of your child, while PA recognises parents/guardians may want to take images or video of their child. Spectators wishing to do this must be aware that:

- *You may be asked to cease using photographic or video devices by an official*
- *The athlete of the parent/guardian wishing to record images/video must be the main subject in the images/video.*
- *No images or videos are to be taken of other children as the main subject without appropriate consent.*
- *You should never post, share or upload any images or footage to social networking sites that includes a child that is not your child unless you have proof of approval by the child's parent/guardian and have followed the guidelines mentioned below concerning how the photo is to be composed.*
- *If publishing a photograph or video footage on a social networking site always make sure that you take safeguarding precautions. All images of children under the age of 18 must be:*
 1. *above the waist; or*
 2. *in full clothing, not swimsuits where at all possible.*

6.1 Club Photography

Please note that taking an image or video of a medal or award presentation or a team photo are established practises by the club where exceptions to the requirement to seek permission is made. However, PA first priority will always be safeguarding our members.

7: Changing Rooms and Mobile/Smart Phones

Incidents of assault and the taking of indecent images on mobile/smart phones and devices have occurred in changing rooms. It is imperative all members of PA, including employees, members, volunteers and supporters, understand the individually harmful and legal consequences of a child being sexually assaulted, or having indecent images of them taken.



SOCIAL MEDIA POLICY: PHOENIX AQUATICS INCORPORATED

Disclaimer: Phoenix Aquatics accept no liability for any errors or omissions in this document. Furthermore, whilst it is hoped that members will find this resource useful, no liability arising out of its use can be accepted by Phoenix Aquatics. This resource is not a contract of employment and the role you undertake as a club member does not create an employment relationship between you and the club.

Such behaviour is illegal and will not be tolerated in any form. All such incidents will be acted on in accordance with specific guidance from the appropriate authorities.

7.1 Risks

Indecent is not easily defined in legislation but can include an image of a child in a state of undress in the changing room. Such images can isolate and embarrass a child amongst their peer groups, exploit them and potentially be used in more serious crimes. Any use of these images, or indeed the threat of such, can have devastating consequences for any child, affecting their mental health and social interactions, including trust amongst a peer group. Once images are in the public domain, they are difficult to control, to know who has seen it and what they have done with it. This can lead to feelings of paranoia and isolation at a time when teenagers in particular need to build up self-esteem during a crucial stage of their development.

The risks to victims, bystanders and perpetrators are different but all three contain a degree of risk that can leave a child in a vulnerable state and can significantly affect their future. It is vital that children understand the potential legal implications and the impact on others that such actions can have.

7.2 Members must be made aware:

1. *That while PA does not support the banning of mobile/smart phones, as children may need them to keep in touch with parents/guardians, particularly in emergencies, they do support the requirement that phones should emit a “noticeable sound” if the camera facility is used.*
2. *That any photos taken at or around swimming facilities fall within our guidelines and that **if devices are taken into changing rooms, the facility to take photos must not be used.***

It is vital that any suspected misuse of mobile/smart phone or other devices is reported in accordance with PA Disputes and Disciplinary Policy and/or if applicable, Swimming NZ regulations on Child Safeguarding.