



Barwon Sports Academy - Social Media Policy 2016

PURPOSE

This policy governs the publication of and commentary on social media by employees, contracted service providers and scholarship holders (athletes) of the Barwon Sports Academy (BSA). For the purposes of this policy, social media refers to any facility for online publication and commentary, including without limitation, blogs, wiki's, social networking sites such as FaceBook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to, and complements existing employee and athlete codes of conduct.

Social media offers the opportunity for people to gather in online communities of shared interest to create, share or consume content. The BSA understands that social media can be a valid marketing tool and encourages staff and athletes alike to use social media as part of their daily environment. In doing so, this social media policy will assist to guide and protect you, BSA, our sponsors and industry associations.

POLICY

The Three R's

- ✓ Be clear about who you are representing, including evenings and weekends.
- ✓ Take responsibility for ensuring that any references to BSA are factually correct, are accurate and do not breach confidentiality requirements.
- ✓ Show respect at all times for the individuals and community with which you interact.

1. Representation

You must ensure you do not imply that you are authorised to speak on behalf of the BSA unless your role is management of the organisation's social media accounts.

You may only disclose BSA related information that is publicly available. You must NOT comment on or disclose confidential BSA information (such as financial information, marketing and business plans, athlete services information, etc). If you require clarification about what BSA information is in the public domain, ask the Executive Officer (EO)

2. Responsibility

Ensure you are not the first to make any BSA announcements, unless you have clearance from the EO.

You may only offer advice, support or comment on topics that fall within your area of responsibility at BSA.

Ensure you do NOT post material that is a political comment, obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including the BSA, its employees, its contractors, its partners and sponsors including the State and Federal Governments, its competitors and/or other business related individuals or organisations.

This document was developed on with assistance from the Victorian Institute of Sport and West Vic Academy of Sport Social Media Policies.

3. Respect

You must be polite and respectful of others' opinions, even in times of heated discussion and debate; NEVER lose your temper and NEVER start a fight. You must conform to the cultural and behavioral norms of the social media platform being used and respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms.

PROCEDURE

Breach of Policy

As is the case with all of the BSA company policies, if you do not comply with this Social Media Policy you may face disciplinary action under the employee or athlete codes of conduct. This disciplinary action may involve a verbal or written warning, or in serious cases, termination of your employment, scholarship or engagement with the BSA.

The BSA may recover from you any costs incurred as a result of a breach of this Social Media Policy. If you break the law, you may also be personally liable.

Be the First to Respond to your Own Mistakes

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper, deal with it quickly and in consultation with the EO.

Think about the Consequences

Think before pressing 'ok' or 'send'. "What are the likely consequences of my actions here?"

TIPS TO ASSIST IN SAFE SOCIAL NETWORKING

- ✓ The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.
- ✓ Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is whether your blog or FaceBook page looks decent and take their advice on how to improve it.
- ✓ The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. When in doubt, DON'T POST.
- ✓ Be a scout for compliments and criticism. You don't have to respond but instead, forward it to the EO.
- ✓ Give credit where credit is due by referencing a RT (ReTweet) with a Twitter handle and crediting FaceBook Fan Pages where possible.
- ✓ Be aware your personal and professional lives will mix in social media.
- ✓ Keep records of your online activity by using SocialOomph to keep track of your Twitter accounts.
- ✓ Remember that Google remembers EVERYTHING!
- ✓ Have fun, but use commonsense.

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