



Swimming Northern Territory

Social Media Policy (SMP)

Version	Reviewed by	Board Approval Date	Next Review Date
3	SNT Board	28 March 2024	March 2026
2	SNT Board	26 May 2020	26 May 2022
1	SNT Board	25 Aug 2015	25 Aug 2017

Document No.: SNT-POL-009



1. Introduction

- 1.1 Swimming Northern Territory (SNT) recognises that social media and digital communications are a valuable tool to engage and connect with members, athletes, supporters, sponsors and other key stakeholder groups, and that social media is an increasingly important method of communications for members and athletes.
- 1.2 The rapid growth and evolution of social media requires an overarching SNT policy that ensures Relevant Persons engaging in social media have an understanding about appropriate guidelines and usage.
- 1.3 The intention of this SNT social media Policy (SMP) is to establish a culture of openness, trust and integrity in activities surrounding social media and the internet, in conjunction with education and training.

2. Purpose

- 2.1 The purpose of this Policy is to set out SNT's rules for the appropriate use of social media by Relevant Persons, whether for or on behalf of SNT, engaging with SNT, or personally whilst a member of SNT.
- 2.2 The aim of this Policy is to:
 - (a) promote and encourage appropriate use of social media by Relevant Persons.
 - (b) ensure that Relevant Persons understand SNT's approach to social media, and its expectations for the personal and professional use of online communication.
 - (c) govern the terms of use by Relevant Persons of SNT controlled, administered or related social media.
- 2.3 This Policy also aims to protect the Intellectual Property, Confidential Information, brand, reputation and viability of SNT and Swimming Australia as well as the rights and interests of Relevant Persons.

3. Application of the Policy

- 3.1 This Policy applies to Relevant Persons as per the SNT Constitution, this Policy binds all members of SNT to the SNT Code of Conduct, Swimming Australia Code of Conduct & Disciplinary Policy, and the National Integrity Framework (NIF). Where applicable also to the SNT Directors Code of Conduct and SNT Team Code of Conduct.
- 3.2 While this Policy does not form part of any contract of employment, failure to comply with the procedures below may result in disciplinary action by SNT against Staff Members or any Relevant Person.
- 3.3 This Policy may be updated by SNT from time to time.
- 3.4 This Policy applies to all communications published by Relevant Persons on social media.

4. Policy Guidelines and Procedures

- 4.1 The use of social media is regarded as an essential and convenient tool in day-to-day life and business. It must be used in a manner that upholds the policies and procedures of SNT and in a way that reflects the responsible and upstanding principals of the organisation.



4.2 The use of social media by any Relevant Person should be appropriate, responsible and ethical:

- (a) All SNT communications posted, shared or sent on social media, whether by an Authorised User or otherwise, are considered official communications of SNT in the same manner as documents on SNT letterhead and, therefore, must be consistent with the values, ethics, policies, aims and objectives of SNT.
- (b) All communications posted, shared or sent on social media by Relevant Persons in their personal capacity may still be considered by others, whether correct or not, as a communication of SNT, or otherwise representing the views, values or beliefs of SNT or members of SNT. As such, SNT expects that such communications will always be consistent with the values, ethics, policies, aims and objectives of SNT.

4.3 The use of social media by any Relevant Person should be made with a clear distinction between acting in a professional capacity and a personal capacity.

5. SNT Business Use – Authorised Users

5.1 Only Authorised Users are authorised to comment or publish information on social media for or on behalf of SNT.

5.2 To become an Authorised User of specific social media, a staff member must gain the approval of the Chief Executive Officer SNT (CEO SNT) in writing.

5.3 Once a Staff Member has received authorisation to use social media for and on behalf of SNT, the staff member must:

- (a) comply with the terms of this Policy.
- (b) disclose that they are an employee/contractor of SNT.
- (c) use only authorised SNT accounts with that particular social media, unless authorised to use an approved official account or avatar.
- (d) disclose and comment only on information classified as information already within the public domain.
- (e) ensure that all content published is accurate and not misleading and complies with all relevant SNT policies and other relevant requirements.
- (f) comment only on the staff member's area of expertise and authority.
- (g) ensure comments are respectful.
- (h) adhere to the terms of use for the social media platform or website being used.

5.4 The staff member must not:

- (a) do anything that may cause harm to the business, brand, reputation, or rights of SNT or its Associated Parties or the Events.
- (b) disclose information about an SNT stakeholder that is confidential or commercially sensitive without the written approval of the stakeholder and SNT.
- (c) disclose any Confidential Information without the appropriate written approval.
- (d) post any material that might otherwise cause or be likely to cause damage to SNT or its Associated Parties' reputation, or bring or be likely to bring SNT, its Associated Parties, any Staff Member, events, or the sport of swimming into disrepute.

5.5 Staff Members are encouraged to contact SNT's Authorised Users with any Social Media requests so SNT can act on their behalf. Relevant Persons are further encouraged to 'share' posts that are created and shared by SNT Authorised Users.



- 5.6 At all times when using social media for and on behalf of SNT, Staff Members must comply with this Policy and any training, directions and guidance provided by SNT about how to use social media.
- 5.7 Where accessing social media, all Relevant Persons must:
 - (a) not provide comments to journalists, politicians or lobby groups other than in the course of their official duties, as approved under this Policy; and
 - (b) not spend unreasonable amounts of time using social media that is unrelated to official duties.
- 5.8 SNT must ensure that a comment moderation policy or terms and conditions are clearly available when inviting comments from the public on an official SNT website or social media platform.
- 5.9 All SNT Website activity, including the use of social media, must be approved by the CEO SNT unless otherwise authorised under this Policy.

6. Personal Use

- 6.1 Relevant Persons should be aware that communications made through social media have the potential to impact on SNT and its Staff Members. Potential damage may be caused in certain circumstances, whether or not the Relevant Person is identified as having an affiliation with SNT.
- 6.2 Relevant Persons must take their employment or affiliation with SNT into account when using social media, particularly in the following circumstances:
 - (a) Social media use that has the capacity to damage the Relevant Person's professional reputation.
 - (b) Social media use that has the capacity to damage the reputation of SNT, Swimming Australia, the sport of swimming or any SNT or member club events.
 - (c) Social media use that has the capacity to damage the Relevant Person's ability to work with their colleagues.
 - (d) Social media use that breaches another of SNT's policies.
- 6.3 When using social media in circumstances that are intended to be personal or private, Relevant Persons must:
 - (a) make it clear that the Relevant Person's private opinions are their own and not say or do anything that may indicate that they represent either the views of SNT or their connection with SNT. The Relevant Person may wish to use a disclaimer such as "any views expressed on this site/account are those of the author only" or "these views are personal and mine alone".
 - (b) not publish anything harmful, obscene, abusive, offensive or illegal as a consequence of which harm may be caused to SNT or its Associated Parties, the sport of swimming or any SNT or member club events.
 - (c) not post any material that might otherwise cause or be likely to cause damage to SNT's reputation, or the reputation of the sport of swimming or SNT or member club events, or bring or be likely to bring SNT, the Relevant Person, the sport of swimming, any SNT or member club events or the Associated Parties into disrepute.
 - (d) not post content that is in breach of one or more of SNT's policies.
 - (e) not disclose information about SNT or its operations that is confidential or likely to cause harm to SNT or its Associated Parties.



- (f) only disclose and discuss publicly available information.
- (g) not use or disclose SNT's Intellectual Property or Confidential Information, including but not limited to SNT's logos, an SNT email address or insignia.
- (h) not use the identity or likeness of a staff member.
- (i) ensure that they are always respectful of others and comply with SNT's policies if they interact with (or about) SNT-related matters.
- (j) adhere to the terms of use of the relevant social media.
- (k) comply with all laws including, but not limited to misleading and deceptive conduct, anti-discrimination, victimisation, vilification, privacy, intellectual property, anti-bullying, harassment and defamation.

7. Monitoring & Privacy

- 7.1 While it is not SNT's usual practice to do so, SNT may intercept or monitor Staff Members' use of social media on the SNT owned, operated, leased or managed computers.
- 7.2 This may include, but is not limited to, the interception and/or reading of any message sent or received and any page visited via the Internet. By using SNT's computer network facilities, the staff member is deemed to have consented to such monitoring by SNT.
- 7.3 SNT may record any information posted to its social media and may use that information for the purposes of administering such social media or any other purpose consistent with SNT's Privacy Policy.
- 7.4 SNT strongly recommends that all Relevant Persons protect their own personal privacy by not including personal information in Social Media communications (for example but not limited to, email addresses, residential addresses and telephone numbers).

8. Responsibilities

- 8.1 All Relevant Persons have a responsibility to ensure that their actions in relation to the use of social media comply with this Policy.
- 8.2 In particular, Relevant Persons are required to:
 - (a) comply with this Policy.
 - (b) report any perceived incidence of non-compliance with this Policy to SNT, and to maintain confidentiality while the incident is being resolved.
 - (c) contribute to the elimination of the Improper Use of social media from SNT's work environment.
- 8.3 If a Relevant Person becomes aware of inappropriate or unlawful content, or content that is in breach of this Policy, relating to SNT, they should report the circumstances via email to the following contact:
 - CEO Swimming Northern Territory – nt.ceo@nt.swimming.org.au

9. Consequences

- 9.1 If directed by SNT, the responsible Relevant Person will remove, rectify and/or publish a correction about, any material published on social media that, in the view of SNT, may breach this Policy or otherwise bring or be likely to bring, Swimming Northern Territory (SNT), a Relevant Person or a SNT sponsor into disrepute.



- 9.2 A Relevant Person who breaches this Policy may be responsible for any loss suffered by SNT, or its Associated Parties.
- 9.3 If a claim that social media has been used improperly is substantiated, disciplinary action, including but not limited to under the SNT Constitution, may result. The level of action will depend on all the circumstances, including the severity of the conduct. The outcomes could include, but are not limited to:
- (a) a formal apology,
 - (b) a warning,
 - (c) suspension or termination of membership, or membership benefits, or
 - (d) termination of employment (with or without notice).
- 9.4 Breaches of this Policy will be dealt with in accordance with the disciplinary provisions under SNT's Constitution and associated policies.

10. References

- 10.1 This Policy must be adhered to, in conjunction with the following Swimming Australia and SNT rules and policies:
- (a) Swimming Northern Territory Constitution.
 - (b) Codes of Conduct, including the
 1. Swimming NT Code of Conduct,
 2. Swimming Australia Code of Conduct & Disciplinary Policy
 3. SNT Directors Code of Conduct
 4. SNT Team Code of Conduct
 - (c) National Integrity Framework (NIF)

11. Definitions

- 11.1 For the purpose of this Policy, the below definitions apply:

Associated Parties mean SNT's members, athletes, sponsors, officials, volunteers and public.

Authorised User means a person authorised in accordance with clause 6.3 of this Policy to use social media on behalf of SNT.

Computer Network includes all Internet, email and computer facilities provided, supported or paid for by SNT. It includes but is not limited to, desktop computers, laptop computers, mobile devices, and any other means of accessing SNT's email, Internet and computer facilities (including, but not limited to, a personal home computer which has access to SNT's IT systems).

Confidential Information means information belonging to SNT that is not known to the general public.

Event means any particular event or series of events, comprising Sport and/or entertainment activities, conducted by, or under authorisation from, SNT.



Improper Use means the use of social media in a way that does not comply with this Policy.

Intellectual Property means all rights or goodwill subsisting in copyright, business names, names, trademarks (or signs), logos, designs, patents, or service marks (whether registered or registrable).

Internet means a worldwide electronic communications network providing access to millions of resources, not all of which are free. The World Wide Web is one element of the Internet.

Policy means this Social Media Policy as amended from time to time.

Relevant Persons mean and include:

- (a) SNT Staff Members.
- (b) SNT authorised officials.
- (c) SNT members.
- (d) SNT athletes.
- (e) volunteers associated with SNT.
- (f) the general public.

Social Media means any website or application that enables users to create and share content or participate in one or both of social and online networking, including but not limited to:

- (a) external social networking sites (e.g. Facebook, LinkedIn, and Google Plus).
- (b) internal Websites.
- (c) video and photo-sharing Websites (e.g. Instagram, Flickr, YouTube, Snapchat, TikTok, Vine).
- (d) micro-blogging sites (including, but not limited to X, formerly Twitter).
- (e) weblogs, including all corporate blogs, personal blogs or blogs hosted by traditional media publications (e.g. 'comments' or 'your say' features on news Websites).
- (f) forums and discussion boards.
- (g) online encyclopaedias (e.g. Wikipedia).
- (h) instant messaging (including WhatsApp, SMS).
- (i) product or service reviews on retailer or customer review sites (e.g. Yelp, Trip Advisor).
- (j) vod and podcasting.
- (k) geospatial tagging (e.g. Foursquare).
- (l) any other websites that allow individual users or companies to use simple publishing tools.

Sport means the sport of Swimming as administered by SNT.

Staff Members mean all employees and contractors of SNT, including but not limited to permanent, casual and temporary staff and students on placement, as well as directors of SNT.

Websites mean the following websites covered by this Policy: LinkedIn, reddit, Facebook, X (formerly Twitter), Instagram, Google+, Yahoo! Groups, YouTube, Blogs, Wikipedia, WhatsApp, TikTok and any other website or application where content can be shared and peer to peer networking conducted.



12. Policy Promotion

This policy will be made available to all members via the SNT website. This policy will be communicated to all staff members, board members, committee members and regional committees when necessary.

13. Review

This policy will be reviewed by the Board of SNT every 2 years from the date of approval by the SNT Board.

14. Additions Or Amendments

In addition to the scheduled review of this policy recommended changes to the policy may be submitted to the Board of SNT for consideration, at any time. In the event that the changes are accepted, the policy will be updated, dated and circulated to all relevant stakeholders.

15. Related Links

[Swimming Northern Territory Constitution](#)

[National Integrity Framework \(NIF\)](#)

[Swimming NT Code of Conduct](#)

[Swimming Australia Code of Conduct & Disciplinary Policy](#)

[SNT Directors Code of Conduct](#)

[SNT Team Code of Conduct](#)

[Copy Right Act 1968](#)