



## Social Media Acceptable Use Policy

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Adopted or Amended	By Whom	Date
Adopted	Board of Directors	Tuesday 25 August 2015

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### INTRODUCTION

The purpose of this Social Media Policy is to reduce the risks associated with social media by representatives of Swimming NT (SNTI) and members Swimming NT and of the affiliated clubs. SNTI welcomes comments on our social media channels, including Facebook, Twitter and YouTube. You are welcome to express your views, comments, ideas, insights, and criticisms about the SNT and its programs

The Swimming Northern Territory (SNTI) Social Media Policy, governs the publication of any commentary on the SNTI social media sites by representatives of Swimming NT, members, affiliated clubs and the public.

For the purposes of this policy, social media means any facility for online publication and commentary, including but not limited to blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, Instagram and YouTube.

### GUIDELINES

When using our social media channels, please ensure that the following policy guidelines are adhered to:

- protect your personal privacy and that of others by not including personal information about yourself or others in your posts to our social media channels (for example, email addresses, private addresses or phone numbers)
- represent your own views and not impersonate or falsely represent any other person
- are not abusive and do not harass or threaten others



- do not make defamatory or libellous comments
- do not use insulting, provocative or hateful language
- do not use obscene or offensive language
- do not post material to our social media channels that infringes the intellectual property rights of others
- do not post multiple versions of the same view to the our social media channels or make excessive postings on a particular issue
- do not promote commercial interests in your posts to our social media channels
- do not include internet addresses or links to websites, or any email addresses in your post to our social media channels.
- SNT reserves the right to enforce this Social Media Acceptable Use Policy at its discretion and may remove any posted messages that it considers to be in breach of the Policy.
- SNT representatives are free to publish or comment via social media in accordance with this policy.

SNT representatives are subject to this policy to the extent they identify themselves as a SNT representatives

This policy applies to all uses of social media, including personal media made by SNT Board Members, employees, and representatives who are State Team Representatives, as their position with SNT would be well known within the community.

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. All uses of social media must follow the same ethical standards that SNT representatives must otherwise follow.

#### Setting up Social Media

- Social media identities, logon ID's and user names may not use SNT name without prior approval from the Executive Officer.

#### Confidential Information

- It is not appropriate to publish confidential information. Confidential information includes unpublished details about SNT current projects, financial information, research, and trade secrets.

#### Protection of Privacy

- Privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.



#### Protecting SNT Members, Sponsors and Business Partners

- Customers, partners or suppliers should not be cited or obviously referenced without their approval

#### Controversial Issues

- Avoid discussing controversial issues
- If you speak about others, make sure what you say is factual and that it does not disparage that party.
- Avoid arguments and make sure what you are saying is factually correct.

### **REVIEW**

This policy will be reviewed by the Board of Swimming Northern Territory on 25 August 2016

### **ADDITIONS OR AMENDMENTS**

In addition to the scheduled review of this policy recommended changes to the policy may be submitted to the Board of Swimming Northern Territory 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.

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