



Water Polo Tasmania - Social Media Guidelines

What is social media?

Social media includes web-based and mobile technologies which offer individuals the opportunity to connect with people, create and share information and ideas, and develop relationships through online communities and networks. Popular social media technologies include email, instant messaging, text messaging, blogs, music sharing, photosharing, crowd sourcing, voice over IP, Wikipedia, Facebook, Twitter, YouTube, LinkedIn, skype, dating sites, virtual games and virtual social worlds.

What are my obligations as a Water Polo Tasmania Member/Associate?

- Follow the Code of Conduct as outlined in the TWPI Constitution and related documents (eg Teams Handbook) – available from the Water Polo Tas website.
- Follow the Social Media Guidelines (this document)

The following content has been extracted from the Water Polo Australia Guideline and Water Polo Tas has leveraged this Guideline for consistency and efficiency in its adoption in Water Polo Tas.

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Any correspondence concerning this Guideline or application of this Guideline should be addressed to the President, Water Polo Tasmania.



Introduction

Water Polo Tas (WPTAS) is an organisation that actively embraces social media and we encourage athletes, coaches, staff, member associations and clubs to create and maintain a social media presence.

Social media channels are valuable tools for both marketing/promotion and keeping in touch. While we encourage social media use, WPTAS recognises the need for guidelines that outline our expectations in relation to appropriate social media use. We do not wish to risk the reputation of our organisation, sponsors & partners, athletes or our team.

Persons bound by these guidelines include athletes, coaches, employees, independent contractors and other WPTAS members and representatives. Should you have any questions in relation to this policy or if you would like to provide any feedback please contact WPTAS via the details on page #1.

Appropriate Social Media Use

Whilst WPTAS encourages social media use representatives that engage in social media use are encouraged to;

- Be clear about who you are **representing**
- Take **responsibility** – you are responsible for your content
- Show **respect** for the organisations that you represent and for the audience that you engage with via social media channels

It is important to note that when you engage in social media activities – even via your personal accounts, if you identify yourself as a representative of WPTAS (athletes, coach, staff member, etc.) or discuss matters relating to WPTAS in a public forum, you may be held accountable for any comments that breach WPTAS policy.

Expressing your opinion

It is expected the WPTAS representatives will express their opinion in an appropriate manner. Comments that are deemed inappropriate in normal conversation are no different in an online environment and you should always take a moment to consider your comments.

- Comments that are, or could be considered to be, defamatory, offensive, discriminatory, or illegal will be immediately removed from WPTAS social media accounts, or in the case of personal accounts representatives will be asked to remove the content. Depending upon the nature of the comment further action may be taken in line with WPTAS policies.
- WPTAS treats all social media postings, comments, status updates and tweets as public comment and, as a result, all comments must not harm the reputation of WPTAS, Water Polo teams, individual athletes, and other stakeholders including member associations, sponsors or any other relevant third party.



Copyright and Confidentiality

- Please ensure that all content that you post is your own work or that you seek permission/acknowledge the appropriate person. Copyright infringement applies to social media channels.
- Please also adhere to WPTAS confidentiality policies and only disclose information available to the public as well as ensuring all information posted is accurate.

WPTAS 'Official' Accounts

- Where a representative wishes to create an official WPTAS social media account permission must be sought from the WPTAS President. WPTAS will request any social media accounts seeking to portray an affiliation with WPTAS be removed.
- All official WPTAS accounts must include House Rules which govern the content of the site. An example of such guidelines can be found below and can be adapted to suit relevant social media channels (any changes to the below must be approved by the WPTAS President).

WPTAS Social Media Sites – House Rules

- All contributions are to be in good taste, harassment free, suitable for visitors of all ages, respectful, and postings that are racist, sexist, homophobic, or contain offensive language or content will not be tolerated. All comments that do not meet this criteria will be removed as soon as possible. Any content which endorses illegal activity will also be removed and reported where necessary.
- The views expressed on this site do not necessarily represent the views of WPTAS. All content uploaded must adhere to copyright regulations. This means that any text, images, video or sound you upload is your own creation or is legally available for you to use.

A Few Final Tips

- Think twice and post once – Do not post anything that you would not want your grandmother to read because once it is in cyberspace it is there forever. You might delete it later but that doesn't mean it has not been cached (stored) in one of the thousands of search engines that operate on the Internet or has not been forwarded on or copied into someone else's domain.
- What might seem amusing and innocent to you at present may not seem so amusing when you are looking to sign a contract or commence employment, or a comment you made about someone comes back to haunt you further down the track.
- Having 5000 friends on Facebook, 4970 of whom you have never met, is not something to aim for unless you are running your Facebook page as a fan medium rather than a personal page. The safest option is to ensure that your profile on Facebook is set to PRIVATE. By keeping profiles private, fans and strangers will not be able to click into your profiles and invade your privacy.
- Understand that what you say on Facebook or Twitter is online and public forever and you are responsible for your content.
- Only post at times that are accepted by team standards
- If you make a 'mistake' please own up to it immediately, apologise and be genuine.



- When commenting as an individual, please use the 1st Person (e.g. I, me, mine).
- Never reveal any confidential or proprietary information.
- Never make disparaging or offensive comments, particularly about other countries/States/clubs. Show respect. Stop and think before you post/tweet/send.
- If you discover any negative comment made about WPTAS or its teams please discuss the post with the appropriate person as soon as possible.