



Gymnastics Tasmania

Social Media and Communication Policy

Date of issue	April 2013
Date of next review	October 2013
Controlling Body	GT Board



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1. Policy Statement

The Gymnastics Tasmania (GT) Social Media and Communication Policy has been developed to serve the best interests of its members. Social networking through the use of internet-based and other electronic social media tools is integrated into everyday life. GT recognises the importance of the internet to improve and increase the flow of information, shaping public thinking about our organisation, members, sponsors and partners.

GT is committed to supporting your right to interact knowledgeably and socially through electronic communication, blogging, wikis and interaction in social media.

This Policy provides guidelines to assist open up a respectful, and knowledgeable, interaction with people on the internet. It also protects the privacy, confidentiality, and interests of GT's current and potential members.

2. Policy Coverage

This policy applies to the following GT members, whether they are in a paid or unpaid/voluntary position:

- Club members
- Participant members
- Technical Members
- Individuals sitting on boards, committees and sub-committees
- Employees and volunteers
- State team officials and athletes
- Support personnel (eg: managers, physiotherapists, psychologists, masseurs, sports trainers)Coaches
- Judges and other officials.

3. Purpose of Policy

The purpose of the GT Social Media and Communication Policy is to provide GT members with guidelines to eliminate confusion concerning the use of electronic communication and social media.

These guidelines help GT members make appropriate decisions about the use of electronic communication, multi-media, social networking websites, blogs, wikis, and other communication platforms for both professional and personal use.

4. Application of Policy

GT appreciates the value of using electronic communication tools and social media to build meaningful relationships with GT members.

If you are a GT member using SMS, emails, adding news to the GT website, social media, or if you are discussing GT business related issues in your personal or club use of social media platforms, you are required to follow this policy.

Electronic Communication and social media tools include:

- SMS and emails
- Websites
- Social networking sites eg Facebook, My Space, Bebo, Friendster
- Video and photo sharing websites eg Flickr, You Tube, Multiply
- Micro-blogging sites eg Twitter
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards such as Whirlpool, Yahoo! Groups or Google
- Online encyclopaedias such as Wikipedia
- Any other form of electronic communication.

5. Roles and Responsibilities

GT members are personally responsible for the content of their communication. In this context, GT members have a responsibility to ensure that:

- Information about GT products and services is accurate
- Inappropriate or unlawful content online relating to GT that may have been published in breach of this policy is reported to GT
- Communications do not cause damage to GT or its interests
- Permission is sought before creating a social media account for GT
- GT logos and trademarks are only used once permission is granted.

GT members are expected to:

- Ensure that any content communicated complies with GT policies
- Ensure nothing is posted that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including GT, its members, employees, contractors, partners, competitors and/or any other business, related individuals or organisations
- Ensure you are not the first to make a GT announcement
- Ensure you do not disclose other people's personal information in websites, emails, SMS, social media, and that communications comply with the Gymnastics Australia (GA) Member Protection and Privacy Policies
- Ensure you ask permission before identifying other people, including staff members
- Refrain from starting, joining or contributing to any offensive or controversial social media group

GT members are required to:

- Be respectful of all individuals and communities with which you interact online (refer to GA Member Protection Policy for other relevant policies, such as: Child Protection; Anti-discrimination and Harassment; Sexual Relationship, Photographing and videoing of Children, Pregnancy, Gender ID)
- Not to speak on behalf of GT. Only the President of the Board or appointed representative can speak on behalf of GT
- Be polite and respectful of others' opinions, even in times of heated discussion and debate
- Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the website or social media platform being used
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on website and social media platforms.

GT will appoint a person, or persons, who will manage GT social media and communication technologies. GT reserves the right to request that certain subjects are avoided, withdraw certain posts, and remove inappropriate comments.

Tips for safe social media and electronic communication use:

- Ensure you ask permission before identifying other people, including staff members
- Social networking profiles are set to private (check the privacy setting)
- Always log out of social media on smart phones/laptops/public computers etcetera
- Do not leave phones, laptops and other devices unattended
- Add security passwords to protect devices
- Accept social media friend requests only from known and trusted people

6. Complaints

GT aims to provide an easy to use, confidential and trustworthy procedure for complaints based on the principles of natural justice. Any person may report a complaint (complainant) about a person/s or organisation bound by this policy if they reasonably believe that a person/s or a sporting organisation has breached this policy.

A complaint should be reported to GT. A complaint may be reported as an informal or formal complaint. All complaints will be dealt with promptly, seriously, sensitively and confidentially in line with the GA Member Protection Policy.

7. Policy Breaches and Consequences

Any GT member who is found to have sent inappropriate electronic communication, uploaded inappropriate website content or engaged in blogs that harass, offend, intimidate or humiliate may face disciplinary action as outlined in GA Member Protection Policy.

Individuals or organisations publishing false or misleading comments about another person or organisation may be liable for defamation.

8. Confidentiality and Reporting

GT administration responsible for implementing this Policy will keep confidential, in line with the Privacy Policy, the names and details of individuals and organisations relating to complaints, unless disclosure is:

- Necessary as part of the corrective process; or
- Required by law

9. Reference

GA Member Protection Policy

Play by the Rules – Communication and Technology Policy

WAIS Facebook Guidelines

Social Networking Services, Social Media and Sport: guidelines for safeguarding for children and young people (Child Protection in Sport Unit – Australian Sport Commission)

Facebook – Social Media Acceptable Use Policy (Australia Sport Commission)

Social Media – Telstra's 3 Rs of Social Media Engagement