

# HrdKAW Strength and Weightlifting Club

## SOCIAL MEDIA POLICY



### 1. OVERVIEW

The purpose of this Policy is to clearly outline the expectations for social media use by members of HrdKAW Strength and HrdKAW Weightlifting Club including athletes, staff, coaches and parents. This Policy aims to equip HrdKAW Strength and HrdKAW Weightlifting Club members with the information required to protect themselves and the integrity of HrdKAW Strength and HrdKAW Weightlifting Club with an understanding of how to act and engage on social media in a safe and responsible manner. This Policy applies to the personal use as well as official use of social media by HrdKAW Strength and HrdKAW Weightlifting Club members.

HrdKAW Strength and HrdKAW Weightlifting Club members should be mindful that information shared on social media is available to the public. Careful consideration should be given to content before it is posted.

The dynamic nature of social media and rapid advancements in technology make it necessary for this document to be a working document, updated regularly to reflect social media trends and application.

#### 1.1 Guiding Principles

There is no such thing as a 'private' social media site, regardless of the privacy settings. Posting information or comments online is no different to publishing in a newspaper. If a member of HrdKAW Strength or HrdKAW Weightlifting Club makes any comment on a social media application or site, they are making a public comment.

In using social media, HrdKAW Strength and HrdKAW Weightlifting Club members should be open, responsible, respectful and appropriate in regard to content or comments about HrdKAW Strength and HrdKAW Weightlifting Club.

- **Open**  
Use social media to share and promote access to information and services, be transparent and accountable, and raise awareness of HrdKAW Strength and HrdKAW Weightlifting Club initiatives.
- **Responsible**  
You are accountable for your activity online.
- **Respectful**  
Show empathy and understanding and be aware of how your own actions and behaviour may be perceived by others.
- **Appropriate**  
Use social media in a manner that is consistent with the Codes of Behaviour.

Once something is published online, control of it is lost forever. Search engines can find posts years after publication. Comments, even when sent to friends can be forwarded, quoted or misquoted. Archival systems save or cache information even if deleted. Once it is posted online, it cannot be withdrawn.

The terms of service for social media sites apply to whatever is posted on the site. The terms may allow for posted material to be used in ways the author did not intend, such as being exchanged with third parties. Ensure that you familiarise yourself with the terms and conditions of services and platforms that you use.

## 1.2 Definitions

'Social media' is a broad term for applications or tools that enable the creation and exchange of content over the internet, computer networks or other digital platforms. Social media occur in a variety of platforms including, but not limited to:

- Social networking pages (e.g. Facebook, Twitter, Instagram, IBM Connections)
- Video and photo sharing web pages or apps (e.g. YouTube, Instagram, Tik Tok, Flickr, Vimeo)
- Blogs and micro-blogging platforms (e.g. Tumblr, Twitter, Wordpress, Blogger)
- Forums and discussion boards (e.g. Trove Forum, Yahoo! Groups, Google Groups)
- Live broadcasting apps (e.g. Periscope, Meerkat, Teams, Facebook LIVE)
- Review pages (e.g. Yelp, Urban Spoon)
- Vod and podcasting (e.g. iTunes, Stitcher, Sound cloud)
- Geo-spatial tagging (e.g. Foursquare, Yelp)
- Online encyclopedias (e.g. Wikipedia)

- Instant messaging (e.g. Skype, Snapchat, WhatsApp, Facebook Messenger, Viber, Teams)

## 1.3 Social Media Usage

### What you should do

- Act responsibly and ethically;
- Consider the confidentiality and appropriateness of all information published or shared;
- Comply with all applicable laws if engaging in any communication via social media with any other person who is a Minor;
- Consider the partnerships HrdKAW Strength and HrdKAW Weightlifting Club has with other organisations such as associated partners and aligned businesses;
- Clearly state that any opinion published by you is your opinion, and not the opinion of HrdKAW Strength or HrdKAW Weightlifting Club, or any third party. Unless authorised to speak on behalf of HrdKAW Strength or HrdKAW Weightlifting Club, you must state that views expressed are your own, and never in any circumstances purport to speak on HrdKAW Strength or HrdKAW Weightlifting Club's behalf;
- Honour our differences - as made clear by the Codes of Behaviour, HrdKAW Strength and HrdKAW Weightlifting Club has a zero tolerance for discrimination, bullying or harassment;
- Protect yourself - be circumspect and vigilant about what personal information you share online.

### What you should never do

- Post, comment on, share, or link to libellous, defamatory, inappropriate, bullying or harassing content;
- Comment on, or publish information that is confidential including disclosing HrdKAW Strength or HrdKAW Weightlifting Club information that is not publicly available;
- Post, comment on, share, or link to anything that could bring HrdKAW Strength or HrdKAW Weightlifting Club, associated partners or aligned businesses into disrepute;
- Be in breach of the HrdKAW Strength and HrdKAW Weightlifting Club Codes of Behaviour;
- Imply HrdKAW Strength or HrdKAW Weightlifting Club endorsement of personal views, or imply authorisation to speak on behalf of HrdKAW Strength or HrdKAW Weightlifting Club;
- Use the HrdKAW Strength or HrdKAW Weightlifting Club name to endorse products, causes or opinions (such as recommending products).

## 2. BEHAVIOURAL STANDARDS AND RESPONSIBILITIES

HrdKAW Strength and HrdKAW Weightlifting Club encourages members to embrace social media and the opportunities that it provides. However, members that participate in social media activities are encouraged to:

- *Be clear about who you are representing*
- *Take responsibility* - you are accountable for your content
- *Show respect* - for HrdKAW Strength and HrdKAW Weightlifting Club and the individuals and communities with which you interact

### 2.1 Official and Unofficial Use

This section of the Policy aims to provide members of HrdKAW Strength and HrdKAW Weightlifting Club with an advised approach to effective and appropriate participation in social media. This includes both official use (social media activities carried out under the HrdKAW Strength and HrdKAW Weightlifting Club 'banner') and unofficial use (personal use of social media).

Official use constitutes the use of social media when done so under the banner of HrdKAW Strength and HrdKAW Weightlifting Club, for the purposes of a role, whether this is through HrdKAW Strength and HrdKAW Weightlifting Club supported technology in a HrdKAW Strength and HrdKAW Weightlifting Club web supported environment or through an external vendor/external site.

Unofficial use constitutes the personal use of social media outside the realms of HrdKAW Strength and HrdKAW Weightlifting Club and not for the purpose of your role. In these cases, however, it is important to note that when utilising social media for 'unofficial' purposes, if you identify yourself as a member of HrdKAW Strength or HrdKAW Weightlifting Club and/or discuss matters relating to HrdKAW Strength or HrdKAW Weightlifting Club in a public forum, you may be held accountable for any comments that breach HrdKAW Strength and HrdKAW Weightlifting Club policies and guidelines.

In circumstances where you are publishing content on a HrdKAW Strength or HrdKAW Weightlifting Club related topic to your own social media pages, and followers are aware you are a HrdKAW Strength or HrdKAW Weightlifting Club member, it is advisable to clearly state

that any opinion published by you is your opinion, and not the opinion of HrdKAW Strength or HrdKAW Weightlifting Club.

## 2.2 Expressing Your Opinion

While HrdKAW Strength and HrdKAW Weightlifting Club encourages members to express their opinions and participate in social media, it is expected that you will do so responsibly.

Comments, images, or any audio visual content, including the sharing of such content, that are, or could be considered to be, offensive, bullying, discriminatory, defamatory or illegal will be immediately removed from HrdKAW Strength and HrdKAW Weightlifting Club social media channels and members will be requested to remove the comment. Depending on the nature of the comment, further action may be required in accordance with the HrdKAW Strength and HrdKAW Weightlifting Club Codes of Behaviour.

It is worth remembering that comments that would be deemed inappropriate in normal conversation are no different in the social media environment. It is advisable to always consider what you want to say before posting a comment. Also consider that sarcasm and irony are not always obvious when written down and could be misinterpreted.

Please consider the partnerships that HrdKAW Strength and HrdKAW Weightlifting Club has with other businesses and organisations such as partners, sponsors and providers. The opinions that you express should not be detrimental to HrdKAW Strength and HrdKAW Weightlifting Club stakeholders.

## 2.3 Copyright, Confidentiality and Intellectual Property

Please ensure that you do not post content that includes material that is not your own work without acknowledgement of the appropriate person. Copyright infringements apply to social media activities.

## 2.4 Communicating With Athletes

It is the responsibility of HrdKAW Strength and HrdKAW Weightlifting Club members to ensure that behaviour is of the standard outlined within this Policy and is not in breach of the HrdKAW Strength and HrdKAW Weightlifting Club Codes of Behaviour.

This includes posts and conversations in any private chats, groups or forums which have been utilised, at any time, to communicate with an athlete about any item which directly or indirectly relates to HrdKAW Strength or HrdKAW Weightlifting Club and its operations. In such circumstances, any post or comment made, in either an official or unofficial capacity, can incur further action being taken against the individual in line with the HrdKAW Strength and HrdKAW Weightlifting Club Codes of Behaviour.

## 2.5 Communicating With Minors

In some circumstances, HrdKAW Strength and HrdKAW Weightlifting Club staff or coaches may need to communicate with athletes under the age of 18 through the use of social media messaging accounts. Such correspondence, however, should only take place with the explicit consent of the minor's parent or guardian.

## 2.6 Reporting

If you believe content posted by a member of HrdKAW Strength and HrdKAW Weightlifting Club is inappropriate or breaches this Policy, you have an obligation to report this to HrdKAW Strength and HrdKAW Weightlifting Club.

## 3. MANAGING SOCIAL MEDIA

In managing the HrdKAW Strength and HrdKAW Weightlifting Club social channels, administrators strive for a fully engaged approach, a proactive dialogue with the audience with a high expectation of responsiveness and participation.

### 3.1 Moderation

HrdKAW Strength and HrdKAW Weightlifting Club constantly monitors all HrdKAW Strength and HrdKAW Weightlifting Club social media activities. If the requirements outlined in this Policy are not being met, contact will be made with the appropriate representative to discuss changes and to determine if the continuation of the activity is appropriate.

HrdKAW Strength and HrdKAW Weightlifting Club reserves the right to remove (or request to be removed) any content published on official and unofficial social media sites which breach this Policy or other relevant HrdKAW Strength and HrdKAW Weightlifting Club policies.

### 3.2 Images of Minors

Where athletes are under the age of 18, HrdKAW Strength and HrdKAW Weightlifting Club members should not capture and/or post images of athletes to social media without the explicit consent of the minor's parent or guardian.

Under no circumstances should a HrdKAW Strength and HrdKAW Weightlifting Club member capture or possess images of minors unless explicitly related to their role.