



SOCIAL MEDIA POLICY

Policy overview and purpose

Social media is changing the way we communicate. This policy has been developed to inform The Cronulla Triathlon Club community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Cronulla Triathlon Club.

This policy contains Cronulla Triathlon Club's guidelines for its members and community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

The Cronulla Triathlon Club Committee is responsible for all matters related to this policy.



Engaging in CTC Social Media – A SNAPSHOT

TIPS for CTC Social Media Engagement

DO

- SHARE your positive sports performances and achievements
- SHOW your personality
- SHOWCASE your involvement & pride in being a CTC member
- REMEMBER everyone can read it – it's like a postcard
- BE responsible and exercise common sense

AVOID

- COMMENTING or criticise fellow athletes, coaches or officials
- PICKING a public fight on social media.
- POSTING overtly negative comments regarding your performances, or training
- POSTING in the heat of the moment, when emotional or angry
- POSTING if you get an uneasy feeling
- POSTING sexual or sexist comments or photos
- POSTING racist comments
- POSTING to your friends about material of a personal/sensitive nature
- SWEARING or use offensive language
- REVEALING confidential CTC information
- RE-TWEETING, share, re-post inappropriate posts

YOU MUST NEVER

- impersonate or falsely represent another person, including CTC or its members
- expose others to content that is offensive, inappropriate or for an illegal purpose
- abuse, harass or threaten another person
- use obscene, offensive, insulting, provocative or defamatory language
- post material that infringes the intellectual property right of others
- intrude upon the privacy of others
- interfere with the conduct of any event run by CTC
- comment in a way that may be construed as harming the reputation of CTC or its members
- comment on, or publish, information that is confidential or in any way sensitive to CTC, its affiliates, members or sponsors
- bring CTC or the sport of triathlon into disrepute

Coverage

This policy applies to all persons who are involved with the activities of Cronulla Triathlon Club and wish to engage in any of the club's social media platforms (Facebook, Instagram, Twitter, email correspondence) whether they are a paying club member or not. This includes:

- members, including life members, of Cronulla Triathlon Club;
- persons appointed or elected to the Cronulla Triathlon Club committee and/or sub-committees;
- support personnel, including parents and friends;
- coaches;
- athletes;
- member associations and sponsors

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc.)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc.)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc.)
- Review sites (e.g. Yelp, Urban Spoon, etc.)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc.)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc.)
- Geo-spatial tagging (e.g. Strava, etc.)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc.)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content

This policy is applicable when using social media as:

1. an officially designated individual representing Cronulla Triathlon Club on social media; and
2. if you are posting content on social media in relation to Cronulla Triathlon Club that might affect Cronulla Triathlon Club's events, sponsors, members, affiliates or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Cronulla Triathlon Club or its events, sponsors, members, affiliates or reputation. However, any misuse by you of social media in a manner that does

not directly refer to Cronulla Triathlon Club may still be regulated by other policies, rules or regulations of Cronulla Triathlon Club.

Using social media in an official capacity

As a part of Cronulla Triathlon Club's community, you are an extension of the Cronulla Triathlon Club brand. As such, the boundaries between when you are representing yourself and when you are representing Cronulla Triathlon Club can often be blurred. This becomes even more of an issue as you increase your profile or position within Cronulla Triathlon Club. Therefore it is important that you represent both yourself and Cronulla Triathlon Club appropriately online at all times.

All members and affiliates are welcomed to engage in Cronulla Triathlon Club's social media accounts using their own profiles (providing they adhere to the guidance set out in this social media policy).

Posting to official Cronulla Triathlon Club sites on behalf of the Cronulla Triathlon Club will be restricted to those authorised by Cronulla Triathlon Club to have access to those accounts.

Guidelines

You must adhere to the following guidelines when using social media related to Cronulla Triathlon Club or its events, sponsors, members, affiliates or reputation.

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Cronulla Triathlon Club.

Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. Cronulla Triathlon Club recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of Cronulla Triathlon Club) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of Cronulla Triathlon Club's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of Cronulla Triathlon Club.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by Cronulla Triathlon Club, it is perfectly acceptable to talk about Cronulla Triathlon Club and have a dialogue with the community, but it is not okay to publish confidential information of Cronulla Triathlon Club. Confidential information includes things such as details about litigation, the club's financial position and unpublished details about pending committee decisions.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

Please be aware, Cronulla Triathlon Club gains permission for use of images obtained in races and club events upon sign up of membership. Please liaise directly with a member of the Cronulla Triathlon Club should you not want your images used on the club's social media forums.

Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and Cronulla Triathlon Club's own logos and branding.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

Discrimination, sexual harassment and bullying

The public in general, and Cronulla Triathlon Club's members and affiliates, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you may also be bound by Cronulla Triathlon Club's values and policy for member engagement as outlined in the Cronulla Triathlon Club Inc. Constitution.

Avoiding controversial issues

Within the scope of your authorisation by Cronulla Triathlon Club, if you see misrepresentations made about Cronulla Triathlon Club in the media, you may point that out to the relevant authority. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Dealing with mistakes

If Cronulla Triathlon Club makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses Cronulla Triathlon Club of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership with Cronulla Triathlon Club at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

Branding and intellectual property of Cronulla Triathlon Club

You must not use any of Cronulla Triathlon Club's intellectual property or imagery on your personal social media without prior approval from Cronulla Triathlon Club.

Cronulla Triathlon Club's intellectual property includes but is not limited to:

- logos
- website content
- imagery which has been posted on Cronulla Triathlon Club official social media sites or website.

You must not create either an official or unofficial Cronulla Triathlon Club presence using the organisation's trademarks or name without prior approval from Cronulla Triathlon Club.

You must not imply that you are authorised to speak on behalf of Cronulla Triathlon Club unless you have been given official authorisation to do so by Cronulla Triathlon Club.

Where permission has been granted to create or administer an official social media presence for Cronulla Triathlon Club, you must adhere to the agreements outlined in this policy.

Policy breaches

Breaches of this policy include but are not limited to:

- Using Cronulla Triathlon Club's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during a Triathlon NSW event would result in a breach of the rules of the sport.
- Posting or sharing any content in breach of Cronulla Triathlon Club's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing Cronulla Triathlon Club its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Reporting a breach

If you notice inappropriate or unlawful content online relating to Cronulla Triathlon Club or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Please document the details of the content and inform the Cronulla Triathlon Club Committee Member responsible for Sponsorship, Marketing and Media. All breaches will subsequently be relayed to the President and Vice President.

Further information about reporting breaches:

- For a complaint about the misuse of social media relating specifically to a Triathlon Australia event please refer to [Triathlon Australia's Media Guidelines](#)

Investigation, disciplinary process, consequences and appeals

Alleged breaches of this social media policy may be investigated according to Section 2.11 of Cronulla Triathlon Club's Constitution pertaining to 'Disciplining of members'.

Where it is considered necessary, Cronulla Triathlon Club may report a breach of this social media policy to police.

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the Section 2.11 of Cronulla Triathlon Club's Constitution.

Appointed Committee Members of Cronulla Triathlon Club who breach this policy may face disciplinary action up to and including removal from their appointment with Cronulla Triathlon Club Committee in accordance with Section 3.19 of the Cronulla Triathlon Club Constitution.

Cronulla Triathlon Club reserves the right to remove, without notice or explanation, any social media content or post that it, or its spokespersons deem to be in contravention of the stipulations outlined in this policy.

Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under Section 2.12 of the Cronulla Triathlon Club Constitution.

Related policies

- Cronulla Triathlon Club Incorporated Constitution
- [Triathlon Australia Social Media Guidelines](#)
- [Triathlon NSW Working With Children Handbook](#)

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court