

# SOCIAL MEDIA/NETWORKING POLICY STATEMENT

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## SCGC Management System

Prepared for SCGC Committee & Employees



Southern Canberra Gymnastic Club Inc  
ABN 79 338 328 928

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Approved by the Club Committee

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President

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Date

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## 1 Introduction

### 1.1 Purpose

The purpose of this document is to detail the Club's social media and networking policy for the information of its Members.

### 1.2 Scope

The document covers the use by the Club and its Members of all personal and related membership information.

## 2 Background

### 2.1 Definition

Social media is the term used for internet based tools for sharing and discussing information among people. It refers to user-generated information, opinion and other content shared and discussed over open digital networks.

Social media may include (although is not limited to):

- Social networking sites (e.g. Facebook, LinkedIn, Myspace)
- Video and photo sharing websites (e.g. Flickr, Youtube)
- Blogs, including corporate blogs and personal blogs
- Micro-blogging (e.g. Twitter)
- Forums, discussion boards and groups (e.g. Google groups, Whirlpool)
- Wikis (e.g. Wikipedia)
- Vod and podcasting
- Email and instant messaging.

Social media also includes all other emerging electronic/digital communication applications.

### 2.2 Club Philosophy on social media/networking

Some sites, such as MySpace, are primarily for personal socializing. Some, such as LinkedIn, are purely for business. But others, such as Facebook and Twitter, straddle the fence and are used by many for both purposes.

The Club's philosophy on the use of such sites by staff and/or members is to not restrict the use of them in the gym during working hours other than the blanket ban on the use of all communication devices in the gym when coaches are actively coaching.

The Club encourages the use of common sense and the application of its Code of Conduct when such sites are accessed and used either inside or outside of the gym when any material posted relates or refers to the Club in general or its coaches, gymnasts or officials.

### 3 Policy statement

#### 3.1 General

The following is the Club's social media and social networking policy. The absence of, or lack of explicit reference to a specific site does not limit the extent of the application of this policy. Where no policy or guideline exists, coaches/members should use their professional judgment and take the most prudent action possible. Consult with your manager or supervisor if you are uncertain.

The following Club documents relate to this policy and should be read in conjunction with this policy:

- CMS 1.2 Code of Ethics
- CMS 1.4 Code of Conduct
- CMS 2.2.1 Member Protection Policy
- CMS 2.2.3 Privacy Policy

#### 3.2 Policy Statement

In any event, everyone should apply common sense and common standards of behavior before sending or posting anything derogatory in a public forum but in particular when such relates to the Club, its employees, members or officials.

The following are prohibited when using a personal communication device anywhere whether in the Club premises or not when such relates to the Club, its coaches, members or parents:

1. Senior coaches/members communicating with gymnasts (senior or junior) in any way that is either illegal or could be considered improper;
2. Any form of vilification or 'bad mouthing' of any coach, gymnast or official of this, or any other club;
3. Any form of bullying;
4. Reproduction of any Club material that may be protected by copyright;
5. Use of the names or images of gymnasts, coaches or staff members on any social media or other such site without the written permission of the person or the Club;
6. Use of the Club name, the Club logo or any photographs or images of the Club without the written permission of the Club Committee; and
7. Any use of words which implies that any coach, gymnast or official of the Club is behaving inappropriately.

Further, the following general policies also relate to the use of such sites:

8. Personal blogs should have clear disclaimers that the views expressed by the author in the blog is the author's alone and do not represent the views of the Club. Be clear and write in first person. Make your writing clear that you are speaking for yourself and not on behalf of the Club.

9. Information published on your blog(s) should comply with the Club's confidentiality and disclosure of proprietary data policies. This also applies to comments posted on other blogs, forums, and social networking sites.
10. Be respectful to the Club, other employees, committee members, gymnasts, and parents.
11. Social media activities should not interfere with work commitments. Note – the Club has a blanket ban on the use of all communication devices in the gym during coaching activities.
12. Your online presence reflects the Club. Be aware that your actions captured via images, posts, or comments can reflect that of our Club.
13. Do not reference or cite Club clients, partners, or customers without their express consent. In all cases, do not publish any information regarding a member.

## 4 Application

This policy applies to all Club Members, Committee members, employees and volunteers.

## 5 Policy Breaches

The Club has a Complaints Handling Procedure and will deal with any complaints about breaches of this Policy promptly, seriously, sensitively and confidentially. The Club will ensure that natural justice will be applied in the investigation and adjudication of a complaint.

Disciplinary action will be taken by the Club against anyone who:

- is found to be in breach of this Policy;
- victimises or retaliates against a person who has complained of a breach of this Policy; and
- is found to have made a frivolous complaint.

The discipline will depend on the severity of the case and may involve an apology, counselling, suspension, dismissal or other form of action.

In any event, any offending material posted on any site will be required to be removed immediately and an appropriate apology posted in its place.

## 6 Confidentiality and Reporting

The Club administration responsible for implementing this Policy will keep confidential the names and details relating to complaints, unless disclosure is:

- a. necessary as part of the disciplinary or corrective process; or
- b. required by law

## 7 Key Role

Committee members and senior managers are responsible for implementing this policy.

The senior coaches ensure compliance with external standards and internal processes.

All employees are responsible for standards and culture promulgated in this policy.

## 8 Policy owner

The President is the owner of this policy and is responsible for its maintenance.

## 9 Revision/Review record

Date	Issue	Author	Description of Revision
22 Mar 11	1.0	Bob Weight	Initial Issue