

## **JASI SWIM CLUB - DIGITAL COMMUNICATIONS POLICY**

### **VALUES**

1. **JASI** encourages everyone involved in the Club's activities to communicate with others in a way that is safe, appropriate and mana – enhancing.
2. **JASI** supports the use of social media as a way of communicating information and encouraging engagement and participation.
3. Everyone should represent themselves and **JASI** appropriately online at all times. As part of our community you represent the Club by extension.
4. The higher a person's profile becomes within the sport, or their position within the Club, the more people will take notice of their behaviour, including online. Young people look up to more senior swimmers and people involved in the sport and the Club as role models

### **PURPOSE**

5. The internet and social media have changed how we communicate. They allow information, including photos and videos to be shared in real time to a potentially large audience.
6. **JASI** recognises the value of social media and engaging with members of the Club and the wider swimming community in reaching others who may be interested.
7. **JASI** recognises social media can raise the profile of the Club and that of its members.
8. **JASI** also recognises that social media can cause harm. It is important everyone is aware of the need to use social media in a safe and appropriate way, and the consequences of not doing so.
9. This policy aims to help people involved in **JASI**:
  - use social media, internet and email, safely and appropriately; and
  - reduce the risks involved with using social media, while supporting the benefits.

### **APPLICATION**

10. This policy applies to anyone involved in **JASI** and its community. This includes volunteers, swimmers, supporters, club members, employees, service providers and families / whanau of swimmers.
11. Social media includes any online site or forum for uploading and sharing information. This policy applies to all use of social media, internet and email where it relates or refers to **JASI**. This includes:
  - writing;
  - commenting on;
  - editing and uploading material to blogs;
  - forums;
  - social networking sites;
  - dating apps and sites;
  - photo and video sharing sites;

Information includes written information, cartoons, GIFs, images, videos and photos.

## USE OF DIGITAL COMMUNICATIONS

12. Any use of social media, email and internet related to **JASI** must follow the guidelines set out below:

- **Use common sense:** don't say anything you wouldn't say face to face with the person. If in doubt, don't share it.
- **Be clear:** make it clear whether your views are your own or on behalf of someone else or another group.
- **Protect your privacy:** do not share anything online that you would not be happy for anyone to see. Be careful about disclosing your personal details. Remember the internet is forever.
- **Be respectful:** be polite, respect your audience and keep disagreements respectful.
- **Be honest:** do not share information anonymously or by using false names. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the facts before sharing. Write only what you know to be true.
- **Disclose interest:** if you have a personal interest in something you are discussing, point it out. If you are supporting or recommending something you are involved with, or have a close relationship with, honestly state your involvement or relationship.
- **Respect confidentiality:** protect **JASI**'s confidential information. This includes information that is not publicly accessible, commonly known, or not expected to be shared outside of the Club.
- **Respect others' privacy:** be considerate to others. Don't post information or images when you have been asked not to, or where you have not been given permission. Remove information about another person if they ask you to.
- **Safeguarding children:** do not share pictures of children or information about them online unless it is safe, appropriate and you have their and their parents', guardian or whanau consent in line with the Club's code of conduct and other membership regulations.
- **Get permission:** Always ask for permission if the use or publication of information is about another person. Get their permission to use a clearly identifiable photo or video of them. Do not share any information or photos that are of a sensitive nature, or embarrassing. Permission for the use of a person's photo must be obtained for any later or different use, even if they have consented to prior use.
- **Racism, discrimination, bullying and harassment:** The **JASI** community includes a diverse group of backgrounds, values and points of views. Do not share any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.
- **Comply with law:** Do not share illegal or indecent content, including damaging, belittling, unfairly critical, or misleading and deceptive content. Copyright laws must be respected.

13. Individuals must have permission from the Club's administrator before engaging in social media as a representative of **JASI**.

14. **JASI** will try to remove social media accounts claiming affiliation with the Club if they have not been given permission.

## **BREACH**

15. Breaches of this policy include:
- Using **JASI**'s name and / or logo in a way that could negatively impact the Club and / or its members.
  - Posting or sharing any material in breach of **JASI**'s policies or code of conduct.
  - Posting or sharing any material that is; abusive, harassing, threatening, demeaning, defamatory or libellous material, be insulting, indecent or obscene, offensive, provocative, discriminatory or hateful language.
  - Posting or sharing any material that breaches any New Zealand law.
  - Posting or sharing any material to **JASI**'s social media channels that breaches the intellectual property rights of other people.
  - Posting or sharing any material that is personal, compromising, embarrassing or in a way that breaches a person's privacy.
  - Posting or sharing any material that damages, or risks damaging **JASI**, its affiliates, the sport of swimming, the activity, officials, the members or sponsors' reputation.
16. People should be aware false statements, defamatory, offensive or threatening comments in social media can lead to prosecution.
17. **JASI** supports a common sense approach to the use of social media. It encourages people to seek clarity from the Club's administrator if they are unsure whether what they are intending to post or share is appropriate.

## **REPORTING A BREACH**

18. Individuals who wish to report an alleged breach of this policy should follow the complaints procedure outlined in the Club's policies.

Date adopted: 27 June 2021

Date of review: Annually