

LCC Ice Skating Club

LCCISC Social Media Policy

Effective Date: 21 June 2014

1. What is Social Media?

Social Media includes (but is not limited to) all electronic, written and mobile communication means such as email, instant messaging, text messaging, digital images, Facebook, Twitter, Flickr, Instagram, YouTube, MySpace, LinkedIn and blog spaces.

2. Why does LCCISC need a Social Media Policy?

Facebook, Twitter, texting, email and similar digital platforms are widely used to share information, congratulate others, keep in touch with peers and for promotional purposes. Hence, LCCISC maintains a Facebook and web page to keep our skating community updated with activities and events affecting our club and its members. LCCISC recognises that individuals have the right to host their own personal sites/ pages (as allowed by law and within the hosting companies rules).

Unfortunately, social media may also be used as a vehicle for promoting negativity, bullying and other unacceptable behaviours. Inappropriate postings have the potential to intimidate, defame, mislead and potentially cause hurt and suffering to others. Our members also need to know what the club considers to be appropriate and inappropriate behaviour and how to deal with problems arising from social media usage.

Individuals and organisations need to remember that anything posted is considered to be in the public domain as a permanent record (whether a post is subsequently deleted or not!). Postings and transmissions may be submitted as evidence in court cases so it is in everyone's interests to act appropriately when using social media.

Additionally, LCCISC needs to protect the interests of our minor (i.e. under 18's) members as their future career, sporting and educational futures may be compromised by their online actions.

LCCISC has developed this guideline to:

- a) identify appropriate usage and use our social media platforms to promote our club and sport
- b) identify inappropriate content
- c) Deal with and report inappropriate activity
- d) protect our members (especially our younger skaters)

Ice Skating Australia (the national ruling body) also addresses these issues through their Social Media Policy Guidelines document (www.isa.org.au). State/ Federal Acts and Regulations also apply and we suggest that members do their own research and not rely solely on the advice in this document.

3. Who is bound by this Policy?

Whilst the LCCISC committee understands that individuals use their personal pages for their own use, the expectation is that members post appropriately on BOTH the LCCISC sites and their own pages.

Committee members, club members and volunteers are expected to lead by example and thus, the expectation to act appropriately is the highest for these individuals. LCCISC reserves the right to take disciplinary or remedial action against those whose actions are not in keeping with these guidelines.

LCC Ice Skating Club

The club also expects all others involved with the activities of LCCISC to demonstrate respect and fairness in their communications with or about the abovementioned group.

4. Posting on LCCISC Sites/Pages

Ice Skating Australia quotes the following passage in their Social Media Policy - Guidelines document:

"ISA supports its members to take part in social media by posting, blogging, tweeting positive experiences in skating such as support of its members, promotion of a club, event and programs."

At club level, LCCISC encourages postings on our Facebook and Website pages as follows:

- Congratulate good sportsmanship and share positive skating and club- related experiences
- Recognise and celebrate special occasions and milestones
- Thank people for helping members achieve results
- Provide information to members regarding club and skating activities
- Raise queries regarding club-related activities
- Other content as approved by a majority of committee members

Examples of inappropriate activity on the LCCISC sites include:

- Critical or disparaging comments
- Promoting personal businesses or non-skating related themes
- Querying judges' results, scores, event management
- Other content to be referred to the LCCISC committee or via email

We support our members and their families adopting the same guidelines on their personal pages.

5. Appropriate/Inappropriate use of Social Media

The term 'appropriate' is a general one and relies on a mix of common sense and good judgement. Basically, think twice and post once! If you wouldn't put it on the front page of a national newspaper or let your grandmother read it, DON'T POST IT!!

In the case of minors, parents and caregivers should always be aware of what children are posting and have access to their accounts. Care must be taken to ensure that minors do not have accounts that contravene the social media company's policy (i.e. no Facebook page for children under 15).

The following guidelines are taken from the ISA document and includes additional information from other sports groups:

- Social Media communications should always be considered public rather than private.
- All communications between adults and minors should be non-personal in nature and be for the purpose of communicating information about skating related activities.
- All content between adults and minors should be readily available to share with the public or families of the minor member.
- Do not post photos or videos of others without their permission...never assume it's OK to post anything without permission. It's preferable to assume that permission is withheld in the first instance.

LCC Ice Skating Club

- A club, program or team should have a signed name and likeness consent and release agreement form by the minor's parents or legal guardian before any distribution or posting of photos, videos, images etc.
- No contact information for any minor should be placed on any social media sites.
- Do not post information that may embarrass or defame ISA, NSWISA, LCCISC, their members or ANY OTHER PERSON or entity.
- Represent your own views, and do not impersonate or falsely represent any other person or entity.
- Think before you post...seek advice if unsure as no one wants to feel uncomfortable.
- Do not be abusive, insulting, offensive and do not harass, stalk or threaten others.
- Do not persist with unwelcome approaches or pursue contact with any individual who has made it clear they do not wish to communicate.
- Do not make defamatory or libellous comments.
- Do not post comments, quotes, memes, videos, cartoons, caricatures or any other material that may be disrespectful or disparaging to others
- Do not repeat or post gossip
- Avoid vilification that is prohibited by anti-discrimination law.
- Do not use obscene or offensive language.
- Do not post material that infringes the intellectual property rights of others.
- Do not post multiple versions of the same view or make excessive postings on a particular issue.
- Do not post commercial interests unrelated to ISA, NSWISA, LCCISC and their sponsors or partners.
- Do not post whilst under the influence of alcohol, drugs or if emotional or overtired.
- IF IN DOUBT, LEAVE IT OUT!!

6. Reporting Infringements and Consequences

6.1 Unclear or Potential breach

- a) Contact the author of the communication and clarify the intent. You may also simultaneously raise the issue with a committee member so that they are across the issue.
- b) Request removal if the posting is a minor issue and you are unhappy with it. If you are uncomfortable with approaching the author directly, take a screen shot and advise the LCCISC committee or Member Protection Officer who will discuss the next course of action.

6.2 Other

- a) Contact the author of the communication and clarify the intent. You may also simultaneously raise the issue with a committee member so that they are across the issue.
- b) Request removal if the posting is a minor issue and you are unhappy with it. If you are uncomfortable with approaching the author directly, take a screen shot and advise the LCCISC committee or Member Protection Officer who will discuss the next course of action.
- c) Request the Committee to mediate the situation and seek a solution between parties (in most MINOR cases, an apology, retraction and/ or agreement to desist from similar behaviours may be sufficient).
- d) If internal mediation is unsuccessful, the committee reserves the right to compel members to participate in external mediation. The committee may (will!) take further action if a breach is established.
- e) Serious breaches will be escalated to the ISA Disciplinary Committee as per ISA policy and notified to NSWISA/ ISA as well.

LCC Ice Skating Club

- f) Where an issue may have criminal or legal ramifications, the committee may notify law enforcement authorities or seek further advice.
- g) Clearly illegal breaches will be reported to law enforcement authorities, NSWISA and ISA upon discovery (e.g. child endangerment, pornography, etc).
- h) In the case of a minor, LCCISC may also seek advice from the Office of the Children's Guardian

7. References

- a) Ice Skating Australia www.isa.org.au
- b) New South Wales Ice Skating Association www.nswisa.com
- c) Cycling Australia www.cycling.org.au
- d) Football NSW www.footballnsw.com.au
- e) Office of the Children's Guardian www.kidsguardian.gov.au
- f) Facebook www.facebook.com

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