



NSWIS SOCIAL MEDIA POLICY

Policy Number:

Policy endorsed by OEC and/or Board:

Policy approved by CEO:

CEO: _____
(signature)

Next formal review by OEC: January 2017

**Policy Author and
Contact person for more information:**

1. Manager, Marketing & Communications

NOTE: Any agreed changes to the Policy approved by the OEC and/or Board between the date of issue and the date for next review are to be updated and made available to all staff for advice.

1.0 Overview

1.1 Purpose

The NSWIS Social Media Policy has been developed to clearly outline the expectations for appropriate social media usage, management and engagement by NSWIS representatives, including all athletes, coaches and staff. These guidelines aim to protect the integrity of the NSWIS brand and ensure all social media engagement by NSWIS stakeholders is undertaken in an appropriate manner.

NSWIS social media initiatives will:

- Align with NSWIS organisational objectives
- Form an important element of the NSWIS Positioning and Communications Strategy
- Strengthen the NSWIS brand in a cost effective manner
- Strengthen our partnerships with key stakeholders
- Meet all legal and statutory regulations

1.2 Scope

NSWIS Marketing & Communications is responsible for the protection of the NSWIS brand and has established a social media policy to support this objective. This document provides NSWIS staff, coaches and athletes with standards of use as they engage in conversations for official, professional and personal use of social media.

Due to the dynamic nature of social media and rapid advancements in technology this document will be a working document, to be updated regularly to reflect social media trends and application.

These social media guidelines should be read in conjunction with the following NSWIS policies/documents:

- Code of Conduct
- Staff Misconduct and Serious Offence Policy
- Security Register of Online Systems & Service Policy
- NSWIS Brand Guidelines
- Critical Incident Policy
- Athlete Scholarship Agreement
- NSWIS Athlete Disciplinary Guidelines

1.3 Social Media Channels

Social media is an umbrella term to describe any online space where you can connect with other people and/or produce and share content. It includes but is not limited to:

- The official NSWIS social media accounts on Facebook, Twitter, Instagram, YouTube, LinkedIn and Tumblr
- Maintaining an account, profile or page on social or business networking sites (MySpace, Instagram, LinkedIn, Facebook, Twitter, YouTube)
- Content sharing sites including, but not limited to, Flickr, YouTube and Vimeo
- Commenting in blogs for personal or professional reasons
- Leaving product or service reviews on retailer or customer review sites
- Taking part in conversations on public and private web forums
- Online encyclopedias such as Wikipedia

1.4 Guiding Principles

NSWIS representatives 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 as it cannot be erased.

Due to the unique nature of the NSWIS, the boundaries between an NSWIS representative's profession, volunteer time and social life can often be blurred. It is essential that individuals make a clear distinction between what they do in a personal capacity and what they do, think or say in their capacity associated with the NSWIS.

All NSWIS representatives must follow the policy to ensure the NSWIS brand, associated brands and intellectual properties are not compromised. This means the NSWIS branding and sponsor insignia cannot be used in any context without consent (see 3.3 below), including on social media and websites.

1.5 Usage

For NSWIS representatives using social media, such use:

- Must not contain, or link to libelous, defamatory, inappropriate, bullying or harassing content
- Must not comment on, or publish information that is confidential in any way
- Must not bring the organisation or associated partners into disrepute
- Must not otherwise be in breach of the NSWIS Code of Conduct and Athlete Scholarship Agreement
- Must consider the partnerships that the NSWIS has with other organisations such as program partners, sponsors and providers
- Must not imply that personal comments are endorsed by NSWIS in any way
- Must consider the confidentiality of information shared

1.6 NSWIS Social Media Account Administration

Establishing administration responsibilities for NSWIS social media accounts is imperative for the protection of the NSWIS brand and to ensure appropriate conduct is always maintained. All official NSWIS social media accounts are to be approved by NSWIS Marketing & Communications and meet the following administration guidelines:

- The NSWIS Manager, Marketing & Communications and NSWIS Coordinator, Media & Communications are to have the highest administration rights
- Other relevant NSWIS representatives may be granted appropriate administration rights as determined by the Manager, Marketing & Communications
- All passwords are to be provided for record and account management purposes
- Adhere to all relevant social media channel terms and conditions

2.0 Behavioral Standards and Responsibilities

The NSWIS encourages representatives to embrace social media and the opportunities that it provides. However, representatives that participate in social media activities are encouraged to:

- *Be clear about who you are representing*
- *Take responsibility* – you are responsible for your content
- *Show respect* – for the organisation which you represent and the individuals and communities with which you interact

2.1 Official and Unofficial Use

This section of the document aims to provide representatives of the NSWIS with an advised approach to effective and appropriate participation in social media. This includes both official use (social media activities carried out under the NSWIS 'banner') and unofficial use (personal use of social media).

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

Unofficial use constitutes the personal use of social media outside the realms of the NSWIS 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 representative of the NSWIS and/or discuss matters relating to the NSWIS in a public forum, you may be held accountable for any comments that breach NSWIS policies.

In circumstances where you are publishing content on an NSWIS related topic to your own social media pages, and followers are aware you are a NSWIS representative, it is advisable to use a standard disclaimer such as "The views expressed are my own and do not necessarily reflect the views of my employer".

2.2 Expressing Your Opinion

While the Institute encourages representatives to express their opinions and participate in social media, it is expected that you will do so in an appropriate manner. 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 is not always obvious when written down, and could be misinterpreted.

Comments that are, or could be considered to be, offensive, bullying, discriminatory, defamatory or illegal will be immediately removed from NSWIS social media channels and employees will be requested to remove the comment. Depending on the nature of the comment, further action may be required in accordance with NSWIS policies.

Please consider the partnerships that the NSWIS has with other organisations such as program partners, sponsors and providers. The opinions that you express should not be detrimental to NSWIS stakeholders or potential stakeholders (e.g. athletes, coaches, sponsors, potential sponsors, the media, etc.).

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. Should you have any questions in relation to copyright laws please speak to NSWIS Marketing & Communications.

Social media users are reminded to adhere to NSWIS confidentiality policies and only disclose publicly available information as well as ensuring that all references to the NSWIS are accurate.

2.4 Engaging with Athletes

When staff and coaches engage with athletes via social media it is your responsibility to ensure that your behaviour is of the standard outlined above. This includes posts and conversations in private athlete groups or forums as this information can be accessed or reproduced elsewhere.

2.5 Reporting

If you believe content posted by a representative of the NSWIS is inappropriate or breaches these guidelines please contact NSWIS Marketing & Communications.

3.0 Managing Social Media

Due to the dynamic nature of social media the below list of social media is not inclusive and is subject to change. Social media includes, but is not limited to:

- Websites/web pages
- Mobile applications such as WhatsApp and Foursquare
- Social networking sites including, but not limited to, Facebook, Twitter, MySpace, LinkedIn, Instagram, Google+
- Blogs such Tumblr and WordPress
- Video and file sharing such as YouTube and Vimeo
- Forums and discussion boards such as Whirlpool and Yahoo! Groups

3.1 Moderation

NSWIS Marketing & Communications will keep a register of all official NSWIS social media activities and monitor them regularly. If the guidelines outlined in this document are not being met contact will be made with the appropriate NSWIS representative(s) to discuss changes and to determine if the continuation of the activity is appropriate.

NSWIS Marketing & Communications 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 NSWIS policies.

3.3 Approvals

Where representatives of the NSWIS wish to implement social media under the NSWIS banner a project brief is to be submitted to NSWIS Marketing & Communications for approval.

All NSWIS social media activities should follow the NSWIS Brand Guidelines and all stylistic themes, designs, proposed content, etc. should be approved by NSWIS Marketing & Communications.

3.4 Critical Incidents

The NSWIS has a robust Critical Incident Management Policy that must be followed in the event of a critical incident. Social media users are encouraged to be aware of any critical incidents reported on social media and refer to the NSWIS Critical Incident Policy for action required.

In sensitive situations, or if in any doubt about whether to respond to an incident on social media, refrain from posting until receiving direction or advice from NSWIS Marketing & Communications.