

## NSWIS Social Media Guidelines

Guideline endorsed by Executive: Feb 2020



CEO: \_\_\_\_\_  
(signature)

Next formal review by Executive: Feb 2022

**Guideline Author and  
Contact person for more information:**  
Manager, Marketing and Communications

**NOTE:** Any agreed changes to the Guideline approved by the NSWIS Executive between the date of issue and the date for next review are to be updated and made available to all staff for advice.

# NSWIS Social Media Guidelines



## Revision History

Date	Version	Reviewed by	Changes made
13/02/2020	Version 1	Reviewed by Kirsten Thomson	
Date	Version	Reviewed by	Changes made
Date	Version	Reviewed by	Changes made

Printed copies of this document may not be up to date. Ensure you have the latest version before using this document.

## 1.0 Overview

### 1.1 Guideline Statement

The purpose of this document is to clearly outline the expectations for social media use by NSWIS representatives including staff, coaches, and Board members here in referred to as “representatives”. This Guideline aims to equip NSWIS representatives with the information required to protect themselves and the integrity of the NSWIS brand with an understanding of how to act and engage on social media in a safe and responsible manner. This document applies to the personal use as well as official use of social media by NSWIS representatives.

Please note: that athlete social media guidelines are included within the Athlete Code of Conduct and are outside of the scope of this document.

NSWIS social media initiatives:

- Align with NSWIS organisational objectives
- Form an important part of the NSWIS Positioning and Communications Strategy
- Strengthen the NSWIS brand
- Strengthen our partnerships with key stakeholders
- Meet all legislative and regulatory requirements

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.

Due to the nature of NSWIS, an NSWIS representative’s profession, volunteer time and social life can often be intertwined. It is essential that individuals make a clear distinction between what they do in a personal capacity and what they do or say in their capacity associated with NSWIS. The Code of Conduct provides clear expectations for NSWIS representatives with respect to expected behaviours.

The dynamic nature of social media and rapid advancements in technology makes it necessary for this document to be a working document, updated regularly to reflect social media trends and application. For this reason, a copy will be made available on the NSWIS website [www.nswis.com.au](http://www.nswis.com.au) and the NSWIS Board reserves the right to update this Guideline as required.

### 1.2 Guiding Principles

There is no such thing as a ‘private’ social media site, regardless of the privacy settings. Posting information online is no different from publishing in a newspaper. If a representative makes any comment about NSWIS on a social media site, they are making a public comment.

In using social media, NSWIS representatives should be open, responsible, respectful and appropriate.

- **Open**  
Use social media to share and promote access to information and services, be transparent and accountable, and raise awareness of NSWIS initiatives
- **Responsible**  
You are accountable for your activity online

# NSWIS Social Media Guidelines



- **Respectful**  
Show empathy and understanding and be aware of how your own actions and behaviour may be perceived by others
- **Appropriate**  
Use social media in a manner that is consistent with the Code of Conduct

Once something is published online, control of it is lost forever. Search engines can find posts years after publication. Comments, even when sent to friends can be forwarded, quoted or misquoted. Archival systems save or cache information even if deleted. Once it is posted online, it cannot be withdrawn.

The terms of service for social media sites apply to whatever is posted on the site. The terms may allow for posted material to be used in ways that the author did not intend, such as being exchanged with third parties. Ensure the you familiarise yourself with the terms and conditions of services and platforms that you utilise.

## 1.3 Definitions

‘Social media’ is a broad term for applications or tools that enable the creation and exchange of content over the internet, computer networks or other digital platforms. Social media occur in a variety of platforms including, but not limited to:

- Social networking pages (e.g. Facebook, Twitter, LinkedIn, IBM Connections)
- Video and photo sharing webpages or apps (e.g. YouTube, Instagram, Tik Tok, Flickr, Vimeo)
- Blogs and micro-blogging platforms (e.g. Tumblr, Twitter, Wordpress, Blogger)
- Forums and discussion boards (e.g. Trove Forum, Yahoo! Groups, Google Groups)
- Live broadcasting apps (e.g. Periscope, Meerkat, Teams, Facebook LIVE)
- Review pages (e.g. Yelp, Urban Spoon)
- Vod and podcasting (e.g. iTunes, Stitcher, Sound cloud)
- Geo-spatial tagging (e.g. Foursquare, Yelp)
- Online encyclopedias (e.g. Wikipedia)
- Instant messaging (e.g. Skype, Snapchat, WhatsApp, Viber, Teams)

## 1.4 Social Media Usage

### What you should do

- Act responsibly and ethically
- Consider the confidentiality and appropriateness of information shared
- Consider the partnerships NSWIS has with other organisations such as program partners, sponsors and providers
- State that it’s your opinion. Unless authorised to speak on behalf of NSWIS, you must state that the views expressed are your own
- Honour our differences: NSWIS has a zero tolerance for discrimination, bullying or harassment
- Protect yourself: Be careful about what personal information you share online.

## What you should never do

- Post or link to libellous, defamatory, inappropriate, bullying or harassing content
- Comment on, or publish information that is confidential including disclosing NSWIS information that is not publicly available
- Post or link to anything that could bring the organisation or associated partners into disrepute
- Be in breach of the NSWIS Code of Conduct
- Imply NSWIS endorsement of personal views, or imply authorisation to speak on behalf of NSWIS
- Use the NSWIS name to endorse products, causes or opinions (such as by liking or recommending products)

## 2.0 Behavioural Standards and Responsibilities

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 accountable for your content
- *Show respect* – for NSWIS 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 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 an NSWIS web supported environment or through an external vendor/external site.

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

In circumstances where you are publishing content on an NSWIS related topic to your own social media pages, and followers are aware you are an 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 NSW Institute of Sport encourages representatives to express their opinions and participate in social media, it is expected that you will do so responsibly.

Comments, images, or any audio visual content, including the sharing of such content, that are, or could be considered to be, offensive, bullying, discriminatory, defamatory or illegal will be immediately removed from NSWIS

# NSWIS Social Media Guidelines



social media channels and representatives will be requested to remove the comment. Depending on the nature of the comment, further action may be required in accordance with the NSWIS Code of Conduct.

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.

Please consider the partnerships that NSWIS has with other organisations such as program partners, sponsors and providers. The opinions that you express should not be detrimental to NSWIS stakeholders.

## 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.

## 2.4 Communicating with Athlete

It is the responsibility of NSWIS representatives to ensure that behaviour is of the standard outlined within this Guideline and is not in breach of the NSWIS Code of Conduct.

This includes posts and conversations in any private chats, groups or forums which have been utilised, at any time, to communicate with an athlete about any item which directly or indirectly relates to NSWIS and its operations. In such circumstances, any post or comment made, in either an official or unofficial capacity, can incur further action being taken against the individual in line with the NSWIS Code of Conduct.

NSWIS encourages staff and coaches to limit private and public social media correspondence with athletes to the scope of their NSWIS role where possible.

## 2.5 Communicating with Minors

In some circumstances, NSWIS representatives may need to communicate with athletes under the age of 18 through the use of social media messaging accounts. Such correspondence, however, should only take place with the explicit consent of the minor's parent or guardian.

Communication that is outside the role of the NSWIS representative's relationship with the minor is prohibited.

## 2.6 Reporting

If you believe content posted by a representative of NSWIS is inappropriate or breaches this Guideline, you have an obligation to report this to NSWIS Marketing & Communications.

## 2.7 Security Risks

All NSWIS representatives should limit or avoid posting and / or linking personal information on social media, including professional networking pages such as LinkedIn. These platforms are often targeted by scammers and organised crime groups.

The NSW Cybercrime Unit recommends:

- Publishing as little personal information as possible on social media
- Changing passwords on a regular basis
- Adding two factor authentication which requires a text message every time you sign in from a new computer

## 3.0 Managing Social Media

In managing the NSWIS social channels, administrators strive for a fully engaged approach, a proactive dialogue with the audience with a high expectation of responsiveness and participation.

### 3.1 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 in writing 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

### 3.2 Moderation

NSWIS Marketing & Communications constantly monitors all official NSWIS social media activities. If the requirements 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 Guideline or other relevant NSWIS policies.

# NSWIS Social Media Guidelines



## 3.3 Brand Approvals

Where representatives of 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. must be approved by NSWIS Marketing & Communications.

This means the NSWIS branding and sponsor insignia cannot be used in any context on social media without prior written consent.

## 3.4 Images of Minors

Where athletes are under the age of 18, NSWIS representatives should not capture and / or post images of athletes to social media without the explicit consent of the minor's parent or guardian. Furthermore, the publishing of any permissible images is strictly prohibited on any social media existing outside of the NSWIS banner, including, but not limited to, unapproved accounts utilising the NSWIS brand and personal accounts.

Under no circumstances should an NSWIS representative capture or possess images of minors unless explicitly related to their role.

## 3.5. Complaints

Posts made to NSWIS social media pages by members of the public will from time to time contain negative comments. When reviewing negative posts, moderators of NSWIS social media pages must identify when a criticism may constitute a complaint.

Some issues can be resolved immediately by providing non-confidential information that explains why an action or event occurred as it did. For example, criticism of carbohydrate options mentioned in a nutrition article could be resolved by explaining that the articles are developed for and targeted towards elite athletes with significant training demands.

NSWIS representatives should refer to NSWIS Marketing & Communications prior to responding to public comments.

If a concern cannot be quickly resolved by the provision of information, moderators should contact the author and advise them of the option to make a formal complaint. From here, representatives should refer to the NSWIS Complaints Handling Guidelines and follow the appropriate steps.

In circumstances where the comment or complaint is related to a highly sensitive or serious issue, it may be classed as a 'Critical Incident' (see below).

## 3.6 Critical Incidents

NSWIS has a robust Critical Incident Management Guideline that must be followed in the event of a critical incident.



# NSWIS Social Media Guidelines



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.