



SOCIAL MEDIA POLICY

About

This policy applies to all Ivanhoe Swim Club program members, employees, and any other persons who may be identified as involved in the program. This includes where your comments, postings, or profile can identify you as a swimmer, employee, or other contributor to the program.

Activities on social media should be considered public. Despite the availability of privacy functions on social media, it is possible for content to be shared beyond the intended recipients. This policy is for the mutual protection of the Ivanhoe Swim Club program and its workers and is not intended to prevent, discourage, or unduly limit the expression of personal opinions or online activities.

Only an authorised representative may manage the Ivanhoe Swim Club program's social media presence or post on the Ivanhoe Swim Club program's behalf.

This policy covers, but is not limited to, the sites and services mentioned below, and is also intended to cover any other social media services that are developed in the future:

- (a) social networking sites (e.g. Facebook, Instagram)
- (b) professional networking services (e.g. LinkedIn)
- (c) video and photo-sharing websites (e.g. YouTube)
- (d) micro-blogging (e.g. Twitter, Thread)
- (e) forums and discussion boards (e.g. Google Groups)
- (f) online collaborations (e.g. Wikipedia)
- (g) podcasting
- (h) blogs including corporate and personal
- (i) blogs hosted by traditional media outlets.

Guidelines for appropriate use of social media

The Ivanhoe Swim Club program expects that all its swimmers, employees, and any other persons that may be identified as being involved in the Ivanhoe Swim Club program will uphold the expected level of professional conduct and ethical behaviour when using social media. It is critical that all members of the Ivanhoe Swim Club program exhibit a high standard of professional conduct to maintain public confidence in the Ivanhoe Swim Club program's operations and reinforce the program and the school's values.

To protect your own and our reputation, you must adhere to the following guidelines:

- (a) think before you post/publish or share information through such sites
- (b) be thoughtful and show respect for people with whom you interact
- (c) be respectful of the opinions, cultures, and beliefs of others
- (d) be mindful that what you post/publish will be public for a long time and may be available even after you believe you have deleted it. Take care to protect your personal brand and your privacy and understand a platform's terms of service
- (e) disclose any conflicts of interest that may arise from associations made through social media. This includes when a personal interest could be perceived as influencing the performance of your official duties and responsibilities
- (f) You are responsible for any contributions, comments, or posts made to social media in a personal capacity
- (g) You must not at any time:
 - (i) publish or post material that may be reasonably considered to be offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist or homophobic
 - (ii) publish or post material that infringes copyright, constitutes a contempt of court, breaches a court suppression order, or is otherwise unlawful or in breach of your professional obligations; use or disclose proprietary, commercially sensitive, or confidential information
 - (iii) Share any confidential or personal information obtained as a member or through your involvement in the Ivanhoe Swim Club program
 - (iv) state or imply that you are authorised to speak on our behalf or state or give the impression that any views you express are the views of the Ivanhoe Swim Club program unless you are authorised to do so
 - (v) communicate information about the Ivanhoe Swim Club program, unless you are authorised to do so
 - (vi) comment negatively about the Ivanhoe Swim Club program, including employment with the Ivanhoe Swim Club program
 - (vii) respond defensively, engage in or initiate comments that are negative or derogatory about the Ivanhoe Swim Club program, the schools, its leadership and managers, its employees, members, or its clients and customers.

Breaches of this policy

If you are found to have breached this policy, including any inappropriate use of personal, Ivanhoe Swim Club program-related, or other social media outside of work hours, you may be subject to disciplinary action, including cancellation of your club membership. We may also require you to remove posted material that is deemed inappropriate.

If you have any questions about this policy, please contact the Aquatics Manager.

Last review date: n/a	Approved by: Principal's Executive
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