

## **Operational Policy**

# **MEDIA COMMUNICATIONS**



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## 1. Introduction and Scope

Using the internet and electronic communication is essential for communication with Association members. We are committed to communication being appropriate and related to Association business.

This policy includes all subsidiary bodies including members, subcommittee's and employees, and requires the commitment and cooperation of all. It is a partnership between the NSWSA and all who work, in any capacity, under its guidance. This policy also applies to all directors, coaches, athletes, officials, volunteers and members of NSWSA. It applies to online behaviour when serving as a representative of NSWSA and when participating as a sole individual.

The policy refers to use of a broad sweep of online activity including, but not limited to, social, professional and multi-media networks and live-blogging tools. It includes posts, shares and tweets initiated by an individual, as well as re-tweeting or reposting someone else's comment(s) to one's own social media account.

This policy covers social media messaging and actions that fall within NSWSA's organisational jurisdiction and includes, but is not restricted to, protection of individuals, our brand our sport profile, and relationships with our sponsors and funding partners.

## 2. Our Commitment

When using technology we will ensure that members' privacy is protected, clear boundaries are maintained and bullying and harassment does not occur.

## 3. The Policy

### 3.1 Websites

- Information on competitions, social events, committees, policies, constitution, rules and by-laws will be placed on our website.
- No offensive content\* or photos will be uploaded to our website.
- You Tube video postings will feature positive team and individual performances.
- Permission will be sought from parents to upload photos and their children, and care will be taken not to provide information that identifies them.
- The NSWSA Executive Officer is appointed to provide accountability and control over what goes onto our website and Facebook page.

\*By offensive content it is meant any photo or comment that is defamatory, discriminates against people on the basis of gender, ethnicity, religion, sexuality, disability. Content that is deemed to be inappropriate adult content for the audience. That which is Offensive to a reasonable person or counterproductive to the aims of the organisation.

## **WEBSITE PRIVACY STATEMENT**

This Media policy supports the associated NSWSA Privacy policy with the inclusion of the following website statement.

The association is committed to protecting online privacy in accordance with guidelines for Federal and State Government World Wide Websites issued by the Privacy Commissioner.

The association records visits to this website and logs the following information for statistical purposes:

- user's server or proxy address
- date/time/length of the visit
- files requested
- user's cookies
- user's searches

The information is used to analyse our server traffic. No attempt will be made to identify users or their browsing activities except where authorised by law. For example in the event of an investigation, a law enforcement agency may exercise their legal authority to inspect the internet service provider's logs.

If you send us an email message we will record your contact details (in accordance with government record keeping standards). This information will only be used for the purpose for which you have provided it. We will not use your email for any other purpose and will not disclose it without your consent except where such use or disclosure is permitted under an exception provided in the Privacy Act.

When users choose to join a mailing list their details are added to that specific mailing list and used for the stated purpose of that list only. You will not be added to any mailing list without your consent. As a user, you need to be aware of inherent risks associated with the transmission of information via the Internet. If you have concerns in this regard, the association has other ways of obtaining and providing information. Regular mail, telephone and fax facilities are available.

The association is not responsible for the privacy practices or the content of the linked web sites and the other pages hosted by the association on behalf of non-related agencies and organisations.

### **3.2 SMS and Emails**

- Association board members, discipline chairs, coaches and team managers may use SMS and email to communicate association business and association sanctioned social events, however:

- Text communication should be short and about association/event matters.
- Email communication will be used when more information is required.
- Communication to junior athletes should include parents and/or guardians.

### **3.3 Facebook and Other Social Media Platforms**

- Postings and uploading of videos will feature positive individual/team/association news and events.
- Personal information about members will not be disclosed.
- No statements will be made that are misleading, false or likely to injure the reputation of another person.
- No statements will be made that might bring our organisation and/ or relationships with our stakeholders and funding partners into disrepute.
- Members will not engage in negative or destructive discussions or postings.
- Abusive, harassing, discriminatory or offensive statements will not be tolerated by members.
- Destructive or negative users will be deleted and blocked from engaging with the site.

## **4. Responsibilities**

All members are expected to use the internet and electronic communication appropriately, so think about what you want to say before you write it. Remember, an email is a written record of your thoughts on a matter and can be used against you later.

Communication by the Association or members:

- Should be restricted to Association matters
- Must not offend, intimidate, humiliate or bully any member
- Must not be misleading, false or injure the reputation of members or others
- Should seek to protect the privacy of members.
- Must not bring the Association into disrepute.

Coaches and others working with children and young people will direct electronic communication through parents.

## **5. Reporting Issues**

A record of the inappropriate communication should be kept for all incidents and must be reported as soon as possible to the NSWSA Executive Officer.

- Destructive or negative users will be deleted and blocked from engaging with the site.
- Inappropriate Video or photo's MUST be removed from the site.
- Abusive, harassing, discriminatory or offensive statements will be reported to the Police.
- Direct communication through telephone or face to face meetings is the preferred medium for dealing with dispute resolution.

## 6. Confidentiality

Confidentiality and privacy require that all staff must ensure that information regarding individuals is restricted to those who genuinely need to know. This Media Policy sets out how NSWSA manages personal information provided to or collected by it. The Association is bound by the **Australian Privacy Principles** contained in the *Commonwealth Privacy Act 1988* and the *Privacy Amendment (Enhancing Privacy Protection) Act 2012*.

## 7. Additional Pertinent Information

This Media Communications Policy is meant to cover existing and emergent online tools and network options.

Compliance with this policy should be referenced specifically in NSWSA's agreements and/or contracts with athletes, employees, consultants, and Board of Directors.

Expectations of this policy and the complementary *Social Media Guidelines for Athletes, Coaches, Employees and Volunteers* for social media use will be covered in any media training provided by NSWSA.

## 8. Communicating the Policy

This Policy will be available on the NSWSA website. Regular updates will be distributed to members via the newsletter.