



SOCIAL MEDIA GUIDELINES

Guidelines dated: 8 December 2014

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INTRODUCTION

This document describes the expectations that State Volleyball NSW has of its Employees, State Team Players and State Team Personnel, as well as any accredited NOAS Referee or NCAS Coach active in New South Wales, relating to the appropriate and acceptable use of online communication and social media.

Volleyball Australia has developed a Social Media Policy (effective 26 June 2012), under which Volleyball Australia members, staff, coaches, athletes, officials and volunteers are included. Volleyball Australia also supports the Australian Governments, Australian National Preventative Health Agency campaign “Be The Influence”, tackling binge drinking.

Social media guidelines are a necessity for any organisation. The high-profile nature of sports teams creates unique issues which should be addressed through guidelines such as these. Any exposure of SVNSW in the social media environment has the potential to impact both positively and negatively on the organisation’s reputation.

All content posted online should portray courtesy and respect to others. Authors must not use social media channels to abuse others or expose others to offensive or inappropriate content.

Employees, Players and Personnel can be appropriately disciplined by SVNSW for commentary, content, videos, or images that are offensive, defamatory, pornographic, proprietary, harassing, libellous, or can create a hostile environment within the sport or a team.

EXPECTATIONS OF STATE VOLLEYBALL NSW

Be respectful to your colleagues, teammates, team personnel and opposition teams. Each individual is responsible for what they post online, whether this is at home, during business or school hours, or during a state representative tour.

Please be smart about protecting yourself and your privacy online. Avoid disclosure of any personal information such as email addresses and phone numbers. Your online presence also reflects the team and colleagues. Be aware that your actions captured via images, videos, posts, or comments can reflect others associated with you.

Unless given permission by your team personnel or manager, you are not authorised to officially speak on behalf of the team, nor can you represent that you can do so.

BE RESPECTFUL AND KIND ONLINE

You are encouraged to share your insights, express your opinions, and share information as appropriate - especially when it is helpful to others.

Try to add value to what others are doing and saying; social media is a fantastic medium to generate discussion on a broad range of topics. Be quick to correct your own mistakes and admit when you are wrong. Be considerate of others’ privacy and topics that could be considered personal, such as religion or politics.

Understand that the information and content in which you post can trigger responses and encourage discussion. Responses should be considered carefully in terms of how they will reflect upon the organisation, SVNSW, when you are posting online.

DO NOT HIDE YOUR IDENTITY

You are legally liable for anything you write or present online. Make it clear that the words and thoughts you write online are your own and not those of SVNSW or your team. Speak in the first person (I not we) when referring to your participation in activities or a NSW state team.

CONSIDER SOCIAL MEDIA AS A LIVE MICROPHONE

Once you post a comment or make a statement expect it to be seen, repeated or reported to anyone that may be the subject of the comment or statement. Taking a screen shot with your comment is easy to do, so do not expect that anything you do can remain anonymous in today's social media environment. Emails, online posts and SMS messages can be stored for months, if not years, and recalled for future use.

SVNSW reserves the right to remove any posts from its social media channels if they are deemed offensive, defamatory, pornographic, proprietary, harassing, libellous, or can create a hostile environment within the sport or a team. In the first instance the author will be contacted requesting that they remove the offending material.

USE THE HEADLINE TEST BEFORE POSTING

Is any statement that you post online suitable to be a public news headline with your name attached to it? If not, do not post it online. Social Media is a free avenue for journalists to access information to create and research stories.

If you do not want to be quoted, do not publish online.

BE MINDFUL OF EXTERNAL STAKEHOLDERS

Do not criticise a sponsor or partner's products or services online as this can cause untold damage to their brand reputation.

Speak to your team manager or coach about any issues that you may have. This feedback will then be provided formally to SVNSW through the Manager's end of Championships report.

DISCLOSE YOUR ASSOCIATION WITH THE STATE TEAM

Do not try to comment on a team's performance or individuals within a team anonymously, in an effort to sway the tone of an online conversation. Be transparent in your comments and always remain professional, respectful and courteous.

EXERCISE GOOD SPORTSMANSHIP AT ALL TIMES

Representing New South Wales is an honour and privilege. Do not bring the sport into disrepute by criticising the personal characteristics or performance of teammates, personnel, opposition teams or players.

In competitive sport it is a common occurrence that some teams perform better than others. Do not denigrate an opposition player or team that you have beaten by a large margin, or that has performed better than you in any given match. Always remain professional, respectful and courteous.

CONCERNS REGARDING CONTENT VIEWED IN SOCIAL MEDIA CHANNELS

SVNSW has a responsibility to regularly monitor all official social media activities and will determine if the activities being conducted by its community online are appropriate. SVNSW has the right to remove, or request the removal of, any content published on official and unofficial social media sites, which are deemed to breach these Social Media Guidelines or the Volleyball Australia Social Media Policy, or other SVNSW Policy.

If you believe that content being posted by a representative of SVNSW is inappropriate or breaches the guidelines please contact SVNSW Executive Officer Michelle Slack-Smith, to discuss your concern.