

Media and Social Media Policy



Application:

The Wetaskiwin Olympic Swim Club recognizes that its swimmers, coaches, staff and parents are likely to take part in social media interactions and has identified the need to establish guidelines with regards to social media usage.

Policy Statement:

The Wetaskiwin Olympic Swim Club will ensure that established minimum protocols for social media campaigns and activities are circulated, understood and encouraged. This policy defines the rightful uses of social media and provides guidelines for Wetaskiwin Olympic Swim Club Swimmers, Parents and Coaches who engage in social media. This policy is subject to ongoing review and evaluation and modifications.

Related:

Wetaskiwin Olympic Swim Club Swimmer Code of Conduct for Swimmers, Parents, Officials and Coaches

Roles and Responsibilities:

1. The Wetaskiwin Olympic Swim Club President and Vice President will have ultimate authority in the interpretation and administration of this policy and that Wetaskiwin Olympic Swim Club social media activities are supervised and monitored.
2. Only selected club members are permitted to speak on behalf of Wetaskiwin Olympians Swim Club using official Wetaskiwin Olympic Swim Club social media accounts.
3. The swim club President, Vice President and the Director of Communications will designate who has the authority to speak on behalf of Wetaskiwin Olympic Swim Club to media outlets.

Guidelines:

1. Be Respectful. No spam, untruthful, defamatory or discriminatory comments and expletives. Remain polite and appropriate at all times.
2. Be Responsible Before posting, ask the following questions:
 - a. Would I say this to a coach or swimmer? A parent?
 - b. Would I mind if this comment was published in a newspaper?
 - c. Think twice...Post once.
3. Social media is not private. No matter how high privacy settings are, followers can still screen capture social media profiles and share it to the world.
4. Be authentic and transparent. Write in the first person and be clear that you are speaking for yourself and not on behalf of the Wetaskiwin Olympic Swim Club.
5. Staff members and in particular those with a clear association with the Wetaskiwin Olympic Swim Club should acknowledge at all times that posts on personal social

media (ie Twitter or Facebook) are their personal views and do not necessarily reflect the views of the Club.

6. Be a Team Player. A team sticks together both online and offline. Never publically speak ill of teammates, coaches and support staff.
7. Please be respectful of Wetaskiwin Olympian Swim Club sponsors.
8. Respect copyright laws Identify all copyrighted or borrowed material with citations and links. Wetaskiwin Olympian Swim Club logos may not be used without permission.
9. Video/Audio/Photos Personal photographs and video taken meets and other Wetaskiwin Olympian Swim Club events may be posted for personal use only and not for commercial sales or distribution.

Infringement of Guidelines:

Violation of these guidelines by a Wetaskiwin Olympian Swim Club member or coach may be subject to disciplinary action as written in Wetaskiwin Olympian Swim Club Code of Conduct, which can include such actions as a verbal warning or suspension.

Swimmers may also be subject to additional guidelines and discipline from relevant Provincial Sport organizations.