



Water Polo

WESTERN AUSTRALIA

Social Media Policy and Guidelines

VISION: To be WA's most enjoyable team sport

PURPOSE: Advance water polo in WA

Date: 11th October 2012

Revision: 0.0

Author: Dale Ballantyne

Updated 10th November 2016

Version	Date Reviewed	Date Endorsed (meeting type)	Content reviewed/purpose	Author/Proponent
1.0	12/09/12		Initial Draft	Dale Ballantyne, CEO
	11/10/12	11/10/12 Board Meeting	Provide Official Policy	
1.1	19/10/16	10/11/16	Update Policy and guidelines	Dale Ballantyne, CEO

Water Polo WA (WPWAI) is a forward thinking organisation and actively embraces social media. Active social media interaction by employees in a professional capacity is encouraged, however, it is important that this policy is in place to minimise the risk of social media engagement harming WPWAI, our stakeholders and the reputation of our people.

These guidelines are for the purpose of official WPWAI social media accounts. The guidelines are necessary to ensure the brand of WPWAI and the associated professional profiles of our people are protected.

Scope

This policy applies to WPWAI staff, contractors and anyone who may be a formal representative WPWAI.

This policy applies to all forms of social media. Social media includes, but is not limited to, activities such as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Instagram, Facebook or Twitter)
- Content sharing on YouTube or Flickr
- Commenting on blogs for personal or business reasons
- Leaving product or service reviews on retailer sites or customer review sites
- Taking part in online polls and votes
- Taking part in conversation on public and private web forums (message boards).

The intent of this policy is to include anything posted online where information is shared that has the potential to affect the reputation of WPWAI, its staff and its stakeholders.

Authorised Social Media Team

Only those authorised to do so in their job description or contract should undertake social media activities on behalf of WPWAI unless express permission is granted.

Those authorised to post on social media as WPWAI must adhere to the Social Media Policy and Guidelines at all times.

Social Media Guidelines and Best Practice for Water Polo WA Pages

Digital Personality

The digital personality of WPWAI encompasses the brand. This personality is what will encourage social media engagement.



Post Checklist

Content is king in marketing and communication activities. No content is better than lacklustre content.

Prior to posting to any social media platform, it is necessary to check if the post is beneficial to the WPWAI brand.

The Oreo Checklist is particularly helpful:

- Is it relevant?
- Is it on-brand?
- Is it unique?
- Is it engaging?
- Is it visually impacting?
- Is it appropriate?

Be transparent

Whenever blogging or posting about a product, WPWAI will be open about any relationship or promotional arrangement with the brand, who is represented as part of the post or who WPWAI may be speaking on behalf of. Not revealing relationships or arrangements may attract negative accusations that WPWAI is engaging in covert advertising, marketing or PR activity.

It could also more seriously contravene Section 18 of the Australian Consumer Law which prohibits conduct that is misleading or deceptive or is likely to mislead or deceive, and/or Section 29 which prohibits false or

misleading representations, including false testimonials and false claims as to association, sponsorship, approval or affiliation.

No WPWAI staff member or representative is to use false or fake personas.

Be accurate

Posts must be accurate. If a mistake is made, every effort will be made to ensure it is corrected in a time-efficient manner. It is important to reference the initial comment because, even if the comment has been deleted, someone may have saved it to use as evidence.

Be professional

Always act in a professional and constructive manner and use sound judgement before posting.

Always be polite and respectful of individuals' opinions, especially when discussions become heated. Show proper consideration for other people's privacy.

Be fair and respectful

WPWAI will always be respectful of all individuals and communities interacted with on social media. Consider carefully how customers might perceive you.

Be careful in posting comments or content that may damage the store's reputation. Areas to be mindful of are the use of exaggeration, colourful language, derogatory remarks or characterisations.

Do not post content that is obscene, defamatory, threatening or discriminatory to an individual, brand or entity.

Do not post comments that you would not be directly said to another person and consider how other people might react before you post. When responding to comments (whether negative or positive) from customers always be accurate and professional.

Be responsible

Always abide by the terms of use of the social media platforms and seek to adhere to the cultural and behavioural norms on the particular platform.

Reposting content – Copyright Issues

Respect other people's intellectual property including trademarked names, slogans and copyrighted material.

You should assume all content online is protected by copyright. Make sure you have permission to post copyright items, attribute the work to the copyright owner where required and never use someone else's work as if it were your own. If you are unsure as to who might own an item of content, it's better to err on the side of caution and not post the content.

Social media posts are subject to copyright laws. Copyright is generally owned by the author of the comments, image or post. Wherever content is shared from a source external to Softball WA, full credit will be given to the source.

Be aware of confidentiality

Do not disclose any information that is confidential or proprietary to WPWAI, its sponsors, its stakeholders or any third party that has confidentially disclosed information to you.

Examples of confidential information would include performance, business forecasts, strategic plans, confidential athlete information or any legal information. Do not cite, post or reference clients, partners or suppliers without approval from your manager.

Images

WPWAI will never post images that can lead to finding the identity of team members, stakeholders or members without express permission from the owner of the image.

WPWAI will only take and distribute images of children in line with the Member Protection Policy. Images of children cannot be used inappropriately or illegally.

If WPWAI uses an image of a child it will avoid naming or identifying the child or it will, wherever possible, avoid using both the first name and surname. We will not display personal information such as residential address, email address or telephone numbers without gaining consent from the parent or guardian. We will not display information about hobbies, likes/dislikes, school, etc as this information can be used as grooming tools by paedophiles or other persons. We will only use images of a child that are relevant to our sport and ensure that the child is suitably clothed in a manner that promotes the sport.

Photo Composition Tips

If using a mobile phone to take photos for social media, it is important to remember photos for promotional use will need to be different than those used in reports.

These photo composition tips are beneficial for an iPhone or Android camera:

- Use the native camera
This simply means take the photo directly through the camera on your phone or other device. Do not take the photo through Instagram or any other app.
- Hold your phone landscape
This will simply help in when you come to crop or edit your photo.
- Place your subject in the centre
- Fill the entire frame
- Make use of symmetry
- Take multiple shots
- Wherever possible, take photos in the natural light.

Disciplinary Action

- Breach of this policy may result in dismissal from State teams, and / or **deregistration** from WPWAI.

These guidelines will be regularly reviewed to ensure continued effectiveness and improvement.