

# Water Polo Australia Social Media Guidelines

## Introduction

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Water Polo Australia (WPA) is an organisation that actively embraces social media and we encourage athletes, coaches, staff, member associations and clubs to create and maintain a social media presence.

WPA social media accounts:

- Facebook: WaterPoloAus
- Twitter: @WaterpoloAus  
@AussieSharksWP  
@AussieStingers
- Youtube: Australian Water Polo Inc.

Social media channels are valuable tools for both marketing/promotion and keeping in touch. While we encourage social media use, WPA recognises the need for guidelines that outline our expectations in relation to appropriate social media use. We do not wish to risk the reputation of our organisation, sponsors & partners, athletes or our team.

These social media guidelines should be read in conjunction with the WPA;

- WPA Bylaws – Code of Conduct

Persons bound by these guidelines include athletes, coaches, employees, independent contractors and other WPA members and representatives. Should you have any questions in relation to this policy or if you would like to make a complaint in relation to WPA social media channels please contact us on (02) 9763 0600.

*Due to the dynamic nature of social media these guidelines will be reviewed and updated regularly.*

## Appropriate Social Media Use

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Whilst WPA encourages social media use representatives that engage in social media use are encouraged to;

- Be clear about who you are **representing**
- Take **responsibility** – you are responsible for your content
- Show **respect** for the organisations that you represent and for the audience that you engage with via social media channels

It is important to note that when you engage in social media activities – even via your personal accounts, if you identify yourself as a representative of WPA (athletes, coach, staff member, etc.) or discuss matters relating to WPA in a public forum, you may be held accountable for any comments that breach WPA policy.

### ***Expressing your opinion***

It is expected the WPA representatives will express their opinion in an appropriate manner. Comments that are deemed inappropriate in normal conversation are no different in an online environment and you should always take a moment to consider your comments.

Comments that are, or could be considered to be, defamatory, offensive, discriminatory, or illegal will be immediately removed from WPA social media accounts, or in the case of personal accounts representatives will be asked to remove the content. Depending upon the nature of the comment further action may be taken in line with WPA policies.

WPA treats all social media postings, comments, status updates and tweets as public comment and, as a result, all comments must not harm the reputation of WPA, the Australian Water Polo teams, individual athletes, and other stakeholders including member associations, sponsors or any other relevant third party.

### **Copyright and Confidentiality**

Please ensure that all content that you post is your own work or that you seek permission/acknowledge the appropriate person. Copyright infringement applies to social media channels.

Please also adhere to WPA confidentiality policies and only disclose information available to the public as well as ensuring all information posted is accurate.

### **WPA 'Official' Accounts**

Where a representative wishes to create an official WPA social media account permission must be sought from the WPA CEO. WPA will request any social media accounts seeking to portray an affiliation with WPA be removed.

All official WPA accounts must include *House Rules* which govern the content of the site. An example of such guidelines can be found below and can be adapted to suit relevant social media channels (any changes to the below must be approved by the WPA CEO).

### **WPA Facebook – House Rules**

*The WPA Facebook page is a space in which we can connect and be inspired by the performances of Australian water polo players.*

*To contribute to this site you will need to comply with the terms and conditions of Facebook as well as the terms set out below.*

*All contributions are to be in good taste, harassment free, suitable for visitors of all ages, respectful, and postings that are racist, sexist, homophobic, or contain offensive language or content will not be tolerated. All comments that do not meet this criteria will be removed as soon as possible. Any content which endorses illegal activity will also be removed and reported where necessary.*

*The views expressed on this site do not necessarily represent the views of WPA. All content uploaded must adhere to copyright regulations. This means that any text, images, video or sound you upload is your own creation or is legally available for you to use.*

*To report issues contact WPA on (02) 9763 0600.*

### **A Few Final Tips**

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- Think twice and post once – Do not post anything that you would not want your grandmother to read because once it is in cyberspace it is there forever. You might delete

it later but that doesn't mean it has not been cached (stored) in one of the thousands of search engines that operate on the Internet or has not been forwarded on or copied into someone else's domain.

- What might seem amusing and innocent to you at present may not seem so amusing when you are looking to sign a contract or commence employment, or a comment you made about someone comes back to haunt you further down the track.
- Having 5000 friends on Facebook, 4970 of whom you have never met, is not something to aim for unless you are running your Facebook page as a fan medium rather than a personal page. The safest option is to ensure that your profile on Facebook is set to PRIVATE. By keeping profiles private, fans and strangers will not be able to click into your profiles and invade your privacy.
- Understand that what you say on Facebook or Twitter is online and public forever and you are responsible for your content.
- Only post at times that are accepted by team standards
- If you make a 'mistake' please own up to it immediately, apologise and be genuine.
- When commenting as an individual, please use the 1<sup>st</sup> Person (e.g. I, me, mine).
- Never reveal any confidential or proprietary information.
- Never make disparaging or offensive comments, particularly about other countries/States/clubs. Show respect. Stop and think before you post/tweet/send.
- If you discover any negative comment made about WPA or its teams please discuss the post with the appropriate person as soon as possible. Use your best judgement and alert the WPA Media Manager.
- Breach of this policy may result in disciplinary action by WPA.