



TOOWOOMBA MASTERS SWIMMING CLUB

POLICY: SOCIAL MEDIA

Purpose

This policy provides guidance on using social media responsibly to protect individuals and QTW's reputation. It promotes a culture of openness, trust, and integrity online.

Scope

Applies to all QTW members, committee/subcommittee members, and coaches when:

- Representing QTW online
- Posting about QTW in a way that could affect its reputation or members

Guidelines for Use

1. Be Authorised

- Only post on behalf of QTW if authorised by the Publicity Officer.

2. Use Common Sense

- If in doubt, don't post. Seek advice from a committee member if unsure.

3. Respect Privacy

- Don't share personal details or private information
- Avoid posting anything you wouldn't share publicly

4. Respect Confidentiality

- Don't share sensitive information or images without consent. Please check list of members who have indicated in writing to the Secretary that they have special requests about sharing information or images.
- Parental/guardian consent is required when posting about minors

5. Comply with Laws

- Don't post defamatory, illegal, or offensive content
- Abide by copyright laws; always credit original sources

6. Avoid Inappropriate Content

- No bullying, harassment, discrimination, or offensive language

7. Handle Mistakes Transparently

- Correct errors openly and promptly
- Report serious issues to the QTW Secretary

8. Protect QTW Brand

- Don't use logos, slogans, or images without approval
- Don't imply official status without authorization
- Don't post anything that may bring the reputation of the club into disrepute.

Policy Breaches

Failure to abide by the Guidelines of Use may be a breach of Policy.

Reporting

Report any suspected breaches to the secretary at secretary@toowoombatadpoles.org.au

Disciplinary Action

Breaches may result in disciplinary action as per the Complaints Policy and could be referred to police if necessary.

Related Policies

- Code of Conduct
- Member Protection Policy
- Complaint Policy