

# SOCIAL MEDIA, DIGITAL COMMUNICATION AND ONLINE SAFETY POLICY

---

## Purpose

Warringah Aquatic Swim Club Inc (“WASC” or “the Club”) recognises that social media and digital communication platforms play an important role in connecting our community, celebrating achievements, sharing information, and promoting the sport of swimming.

This policy provides guidance to help ensure that all online interactions involving the Club are respectful, safe, lawful, and consistent with the values of WASC and the broader swimming community.

The Club is committed to maintaining a positive online environment that supports athlete wellbeing, child safety, inclusion, and respect for all participants.

## Scope

This policy applies to all individuals associated with WASC, including but not limited to:

- Committee members
- Coaches and support personnel
- Technical officials
- Volunteers
- Swimmers
- Parents and guardians
- Spectators
- Registered non-swimmer members
- Contractors or service providers engaged by the Club

This policy applies whenever a person:

- Uses official Club communication channels
- Represents or refers to WASC online
- Shares content relating to Club activities, members, or events
- Engages in online behaviour that may affect the Club or the sport

## What is Social Media

Social media includes any digital platform used to communicate, share content, or interact with others, including but not limited to:

- Social networking sites (such as Facebook, Instagram, LinkedIn, TikTok, X (formerly Twitter))
- Messaging apps (such as WhatsApp, Messenger, Discord)
- Video platforms and livestreaming services (such as YouTube or Twitch)
- Online forums, blogs and discussion groups
- Review platforms and comment sections
- Group chats, private messages, and community pages
- AI-generated or digitally altered content shared online

Private groups, disappearing messages, and closed forums are still covered by this policy.

## Guiding Principles

All members should assume that anything shared online may become public, permanent, and attributable to them, even if deleted later.

When engaging online, members must:

- Act respectfully and responsibly
- Protect the reputation of the Club and the sport
- Uphold the Club's values and Codes of Conduct
- Consider the impact of their words, images, or actions on others
- Prioritise child safety and member wellbeing

WASC supports and upholds the principles of the Swimming Australia Safe Sport Framework and all applicable safeguarding, member protection, and child-safe policies issued by Swimming Australia, Swimming NSW, and Swimming Metro North East.

All members are expected to contribute to a safe, respectful, and inclusive environment, both in person and online. Online behaviour that compromises the safety, wellbeing, dignity, or inclusion of any participant may be treated as a breach of this policy and related safeguarding policies.

## Acceptable Use

Members are encouraged to use social media positively to:

- Celebrate achievements and milestones
- Promote Club events and programs
- Support teammates and fellow members
- Share positive experiences within the swimming community
- Encourage participation in the sport

Positive engagement strengthens club culture and community connection.

## Unacceptable Conduct

The following conduct is prohibited when using social media or digital communication in connection with the Club:

- Bullying, harassment, intimidation, or abuse
- Threatening or aggressive behaviour
- Discriminatory, racist, sexist, homophobic, transphobic, or otherwise offensive content
- Defamatory, malicious, or deliberately false statements
- Sharing confidential, private, or sensitive information without permission
- Posting content intended to embarrass, humiliate, or shame another person
- Doxxing or sharing personal contact details without consent
- Impersonation, fake accounts, or misleading representations
- Inappropriate commentary about officials, coaches, swimmers, parents, volunteers, or spectators
- Encouraging pile-ons, public shaming, or coordinated harassment
- Posting sexually explicit, illegal, or harmful content
- Using Club channels to promote personal commercial interests without approval

Under no circumstances should members engage in online behaviour that brings WASC or the sport into disrepute.

## Child Safety and Safeguarding

WASC is committed to providing a child-safe environment.

When posting content involving children or young people:

- Respect all child safety and photography consent requirements
- Do not share personal details such as addresses, schools, phone numbers, or private schedules
- Avoid tagging children in ways that reveal personal information
- Do not engage in inappropriate direct messaging with minors
- Adults communicating with junior swimmers should, where possible, include a parent, guardian, or another authorised adult in communications

Any online conduct that raises safeguarding concerns must be reported immediately in accordance with Club safeguarding procedures.

## Photos, Videos and Consent

Photos and videos are an important part of celebrating swimming, but must be used responsibly.

Members must:

- Respect requests not to photograph or publish content
- Obtain appropriate consent where required
- Avoid posting content that may embarrass or distress another member
- Remove content if requested where reasonable and appropriate

Official Club media must comply with all consent and privacy requirements.

## AI-Generated and Manipulated Content

The use of artificial intelligence (AI), image-editing tools, voice cloning, deepfakes, or other digital manipulation technologies must not be used to create, alter, or distribute misleading, deceptive, harmful, or inappropriate content relating to the Club or its members.

Members must not:

- Create or share manipulated images, videos, audio, or text intended to misrepresent a person, event, result, or communication
- Use AI-generated content to impersonate Club members, officials, coaches, or swimmers
- Publish altered content that may embarrass, humiliate, defame, or harm another person
- Use AI tools to fabricate announcements, correspondence, or official Club communications

Any use of AI-generated content for official Club communications, promotional materials, or creative purposes should be transparent and approved where appropriate.

## Club Branding and Intellectual Property

Club logos, branding, uniforms, and official materials must not be used in a misleading or unauthorised manner.

Members must not create websites, pages, groups, or accounts representing WASC without approval from the Committee or an authorised delegate.

All content must respect copyright, licensing, and intellectual property laws.

## Confidentiality and Privacy

Members must not share confidential or private Club information online, including but not limited to:

- Internal committee discussions
- Financial information
- Selection decisions prior to official release
- Complaints or disciplinary matters
- Personal information about members

Privacy obligations apply to both public and private digital spaces.

## Official Club Accounts

Official WASC social media accounts may only be created or administered with Committee approval.

Administrators of official accounts must ensure content is:

- Accurate
- Appropriate for all audiences
- Respectful and inclusive
- Consistent with Club values
- Compliant with privacy and child safety requirements

The Club reserves the right to remove comments or content that breach this policy.

## Complaints and Escalation Pathway

Concerns regarding online conduct should be raised promptly so they can be addressed appropriately and fairly.

Where possible, concerns should be escalated through the following pathway:

1. Club Secretary – for general concerns, inappropriate posts, or communication issues
2. Club President – for serious complaints, disputes, or matters involving committee members
3. Member Protection Information Officer (MPIO) or Child Safety Officer – for child safety, bullying, harassment, discrimination, or welfare concerns
4. External Referral – where necessary, matters may be referred to Swimming Metro North East, Swimming NSW, Swimming Australia, law enforcement, or other relevant authorities

Members should avoid escalating disputes publicly on social media before internal processes have been followed, particularly where doing so may compromise privacy, procedural fairness, or member wellbeing.

Urgent child safety concerns should be reported immediately through safeguarding channels or emergency services where appropriate.

## Breach of Policy

Breaches of this policy may result in action by WASC under its Constitution, By-Laws, Codes of Conduct, or disciplinary procedures.

Consequences may include:

- Informal resolution or education
- Verbal or written warning
- Removal of content
- Suspension of privileges or membership
- Referral to Swimming governing bodies
- Termination of membership in serious cases

Serious matters may also be referred to police or regulatory authorities.

## Definitions

**Members** include all registered swimmers, registered non-swimmers, committee members, volunteers, officials, parents, guardians, spectators, and participants involved with WASC.

**Social Media** means any online platform, application, or communication channel used to create, share, discuss, or distribute content.

**Participants** include swimmers, coaches, officials, volunteers, parents, guardians, and spectators involved in Club activities.

## Advice and Support

Members who are unsure whether online content is appropriate, lawful, or consistent with this policy should seek advice from the Club before posting. If in doubt, do not post.