

Social Media Policy



Policy overview and purpose

Social media is changing the way we communicate. KPSC is expected to respect the rights and confidentiality of others, including members of the KPSC community. Members of the KPSC community are also expected to give due respect to the reputation and good name of Knox Pymble Swim Club, Knox Grammar School, and Pymble Ladies College.

KPSC expects those who are part of our community, when using social media, to show courtesy in how they respond to others. Social media should not be used to abuse others, expose themselves to offensive or inappropriate content or to denigrate or show disrespect to Knox Pymble Swim Club, Knox Grammar School, and Pymble Ladies College

Definitions:

Social Media refers to all social networking sites such as, but not limited to, Facebook, Instagram, Team App, What's App, X, Blogs, We Chat, TikTok, Be Real, YouTube, Discord and other such sites.

When using social media, our community is expected to ensure that they do not:

- ✚ Impersonate or falsely represent another person.
- ✚ Bully, intimidate, abuse, harass or threaten others.
- ✚ Make defamatory or offensive language towards others.
- ✚ Post content that is hateful, threatening, pornographic or incites violence against others.
- ✚ Harm the reputation and good standing of Knox Grammar School or those within its community.
- ✚ Use criticism to portray a person as socially, mentally, physically or intellectually inferior.
- ✚ Make comments or post content that discriminates based on race, religion, or sexual orientation.
- ✚ Respect other people's content and be aware that if you post or share particular content you could be in breach of copyright.

All reports of cyber bullying and other technology misuse will be investigated and may result in a notification to Police, Knox Grammar School and Pymble Ladies College where Knox Pymble Swim Club is legally obliged to do so.

Athletes and parents must be aware that in certain circumstances where a crime has been committed, they may be subjected to a criminal investigation by Police over which Knox Pymble Swim Club will have no control.

Using social media in an official capacity

- Knox Pymble Swim Club Committee has appointed social media representatives to make official posts on behalf of KPSC and its members.

Guidelines

1. Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

2. Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

3. Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue, or misleading.

4. Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of Knox Pymble Swim Club confidential information.

5. Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature.

Permission to publish images of individuals is obtained via the acknowledgement of the club's social media policy upon membership application and annual renewal.

6. Discrimination, sexual harassment, and bullying

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media, you may also be bound by Knox Grammar School, Pymble Ladies College and Knox Pymble Swim Club values, objectives and applicable policies, including

Swimming Australia's Safe Sport Framework([Swimming Australia - 2022 Swimming National Integrity Framework](#)); and

Relevant Swimming NSW Policies and Procedures ([Policies & Procedures | Swimming NSW](#))

7. Guidelines for photography

Swimmers are to be photographed wearing club uniform.

Action Swimming photographs:

- Male swimmers may only be depicted in swimwear if there are no direct images of the anterior chest wall without covering.
- Female swimmers may be depicted in swimwear so long as it is in an appropriate context.

All images will be stored on a KPSC device.

Reporting an issue

- If you notice inappropriate or unlawful content online relating to Knox Pymble Swim Club or any of its members, you should report the circumstances immediately to kpsclub.secretary@gmail.com