



## Wexford Swimming Club Social Media Policy

[1<sup>st</sup> November 2023. Version 1]

In today's digital age, social media plays a pivotal role in fostering communication and engagement within our Wexford Swimming Club community. We recognise that social media platforms and WhatsApp messaging can be powerful tools for connecting our committee members, parents, and young swimmers. This Social Media Policy outlines the guidelines and expectations for the responsible use of these platforms within our club.

At Wexford Swimming Club, we believe that our online interactions should mirror the values, ethics, and confidentiality standards we uphold in our day-to-day lives. Whether you're posting on Twitter, chatting with fellow members, or discussing club matters over the neighbour's fence, your actions have a significant impact. This policy extends to all social and professional networking sites, including Facebook, LinkedIn, X (Twitter), Snapchat, Instagram, WhatsApp, Messaging apps like Teams, and any future developments in social media.

Adherence to this policy is not merely a formality; it is the cornerstone of our commitment to maintaining a safe and respectful online environment for all members. We encourage every member, be it a committee member, a parent, or a young swimmer, to actively embrace these guidelines. By doing so, we collectively ensure that our digital interactions reflect the high standards and values of Wexford Swimming Club.

Violation of this policy will be taken seriously and may result in disciplinary action. The Committee reserves the right to take appropriate measures in accordance with the current [Swim Ireland Complaints and Disciplinary Rules and Procedures](#), including warnings, suspension, or expulsion, depending on the severity of the breach. As we embark on this journey together, remember: Be smart, be respectful, be human, and be your best.

### General Guidelines for All Users:

#### 1. **Be Respectful:**

Always be respectful, courteous, and considerate when communicating on social media platforms and WhatsApp messaging.

2. **Privacy:**  
Respect the privacy of others. Do not share personal information or contact details of club members without their explicit consent.
3. **Club Identity:**  
Clearly identify yourself as a member of Wexford Swimming Club when discussing club-related matters online.
4. **Positive Representation:**  
Remember that your actions online reflect on the club. Maintain a positive and professional image while engaging in online conversations.
5. **Accuracy:**  
Ensure that the information you share is accurate and verified, especially when it relates to club activities, events, or news.
6. **Non-Discrimination Policy:**  
Wexford Swimming Club will not tolerate discrimination (including age, sex, race, colour, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognised protected basis under local laws, regulations, or ordinances).
7. **Responsible Social Media Use:**  
You must not use social media to defame or disparage the club, our Committee, our coaches and our members or any third party; to harass, bully or unlawfully discriminate against club members or third parties; to make false or misleading statements; or to impersonate club members or third parties.
8. **Data Protection and Privacy:**  
Be aware of data protection rules – you must not post club member's details or pictures without their individual permission. Photographs of Club events should not be posted online unless approval has been given by the PRO or a member of the Committee. Club members must not provide or use their club password in response to any internet request for a password.

## Filming and Photography:

Filming and photography can be valuable tools for capturing moments, sharing achievements, and promoting our club. Wexford Swimming Club acknowledges the importance of these media while ensuring that their use respects the privacy, safety, and dignity of all club members.

### Definitions:

- **Event:** This includes club competitions, training sessions, social functions, or any activities organised by Wexford Swimming Club.
- **Image:** Refers to all photographic and film/video footage.
- **Unauthorised images:** any images of young people taken without the express consent of the young person's parent(s).

**1. Images of Members:**

Wexford Swimming Club may use images and photographs of club members, including children, for promotional purposes, such as on the club's website, social media accounts, and promotional materials. Members consent to the use of such images when they sign up for membership. If you have any objections or concerns regarding the use of specific images, please notify the club in writing.

**2. Parents' Responsibility:**

Parents are reminded that taking pictures and sharing images of children other than their own is strictly forbidden without the explicit consent of the child's parent or guardian. Respecting the privacy and safety of all club members is of utmost importance. Please ensure that any images you capture or share comply with this policy.

Also never attach any names of young people to any image.

**Permission to Capture Images:**

Permission must be sought and granted by Wexford Swimming Club for the taking and use of images. This ensures that young athletes and parents are aware of when and how their images may be used. Permission can be obtained through individual consent forms or as part of the membership/competition entry process. Third-party photographers and videographers must also adhere to this policy.

**Announcements at Events:**

Wexford Swimming Club shall make the following announcement at the start and during events carried out at the Wexford Swimming Pool & Leisure Centre to ensure clarity: "The use of photographic devices and/or any device capable to capturing videos is forbidden within the pool area, in line with the hosting facility's policy"

**Appropriate Environments for Capturing Images:**

Members, participants at events and third-party media personnel shall ensure that images are not taken in environments considered inappropriate, regardless of any permission obtained. Such environments include changing rooms, open changing areas, toilets, medical/physio treatment rooms, and any area where individuals expect privacy. Flash photography is prohibited in areas where it may affect performance or cause harm to young athletes.

**Types of Appropriate Images:**

Only appropriate images of children shall be used, such as posed images during medal ceremonies, presentations, or team shots where young athletes are dressed in appropriate sports attire. Images of children in inappropriate poses, such as open legs or from behind, are not suitable for use or publication.

**Safe Use of Images on Social Media:**

When using images of young athletes on social media, those responsible for posting must ensure the following safeguards are in place:

1. Personal details of young athletes should not be included.
2. Captions should align with the represented sport.
3. The posting and any purpose should not breach the codes of conduct.

4. The type of image should not breach the guidance provided in this policy.
5. No names attached to any image.

### **Storage of Images:**

Parents are responsible for the safe storage of images related to their own children. All other images should only be stored for defined and intended purposes, such as membership, promotion, and archiving. Images must be properly destroyed when they are no longer needed.

### **Inappropriate Images:**

- **Taking Inappropriate Images:**  
If there is a concern about the nature of any image taken, it should be reported to the person in charge or CCO [cco@wexfordswimmingclub.ie](mailto:cco@wexfordswimmingclub.ie) who may refer the matter to the appropriate authorities.
- **Non-Authorised Capture:**  
Concerns about individuals taking unauthorised images at an event should be reported to the Wexford Swimming Club.
- **Inappropriate Use:**  
Concerns about the use of images should be reported to Wexford Swimming Club. Alleged misuse of images will be reported to parents, the Wexford CCO, the responsible parties for posting the image, the media platform, and the statutory authorities as needed.

### **CCTV (Closed Circuit Television):**

CCTV is an important tool for safeguarding club facilities. Any queries regarding CCTV should be directed through the club, as the club has the agreement with the facility.

### **WhatsApp Messaging:**

1. **Strictly Professional:**  
WhatsApp messaging within club-related groups should remain strictly professional. Do not use these groups for personal discussions or grievances.
2. **Respectful Tone:**  
Maintain a respectful and constructive tone when communicating via WhatsApp. Avoid confrontational or offensive language.
3. **Use for Club Matters:**  
Limit your WhatsApp messages to topics related to club activities, events, and administrative matters.
4. **Appropriateness:**  
Consider before you post. Ask yourself "Does everyone in this group need to get this post?". If it is a question answerable by a specific person on the committee or coaching team, direct your question to them.
5. **Reporting Concerns:**  
If you have concerns or grievances related to the club, please address them through

appropriate channels, such as contacting a committee member or using official club communication methods.

## Email Communication:

### Interactions with Committee Members:

1. Members should contact committee members through club email addresses and should remember that committee positions are voluntary and unpaid. All communications should be conducted in a professional and respectful manner.
2. Personal assaults, bullying, or harassment through email will not be tolerated, and any such behaviour will be subject to disciplinary action.

### Committee Members' Use of Club Email Addresses:

1. **Use of Email:** Committee members are provided with club email addresses for official club communications. It is imperative that these email addresses are used exclusively for club-related matters and not for personal correspondence or unrelated topics.
2. **Conduct:** Committee members should adhere to a code of conduct when using club email addresses. This includes maintaining professionalism, refraining from personal opinions or grievances, and ensuring that all communications are respectful and courteous.
3. **Confidentiality:** Committee members should not disclose sensitive or confidential information to unauthorised individuals, and members should respect the privacy of committee members' email communications.
4. **Response Time:** Committee members aim to acknowledge and address emails within a reasonable timeframe, typically within 1-4 days. This approach ensures effective communication while allowing committee members the necessary time to respond thoughtfully.
5. **Communication Channels:** Club-related announcements, inquiries, or concerns should be primarily addressed through email and not on personal social media platforms to ensure that important club information is properly documented and shared.
6. **Archiving and Records:** Email communications will be archived or retained for record-keeping purposes as set out under GDPR regulations.

## Committee Members:

1. **Lead by Example:**  
Committee members should set an example of responsible social media usage and adhere to these guidelines in all online interactions.
2. **Official Communications:**  
Committee members may use club-affiliated social media accounts for official club announcements and updates.

3. **Confidentiality:**

Committee members must maintain the confidentiality of club-related discussions and sensitive information when communicating online.

Parents:

1. **Supportive Role:**

Parents should use social media to support and encourage the club, its activities, and their children's participation.

2. **Respectful Interactions:**

When interacting with other parents, committee members, or coaches online, maintain a respectful and positive tone.

3. **Private Concerns:**

If parents have concerns or grievances, they should raise them privately through the appropriate club channels and procedures (see Swim Ireland Complaints and Disciplinary Rules and Procedures). Under no circumstances should any private concerns or grievances be aired on social media. The Club has set out clear internal policies and procedures for handling any private concerns or grievances which will be dealt with in a confidential and sensitive manner.

Swimmers/Athletes:

1. **Responsible Posting:**

Swimmers/athletes should be aware of the content they share on their personal social media accounts and avoid posting anything that could harm the club's reputation or breach confidentiality.

2. **Respect for Adults:**

Maintain respect for coaches, committee members, and parents when communicating on social media platforms.

3. **Respect for fellow Swimmers/Athletes:**

Maintain respect for fellow swimmers/athletes when communicating on social media platforms.

Website Usage:

1. **Club Website:**

The Wexford Swimming Club website is an essential tool for communication and information dissemination. When using the club's website, members are expected to adhere to the same principles of respect, privacy, and responsible conduct outlined in this Social Media Policy.

2. **Posting Content:**

Only authorised individuals, typically committee members or designated personnel, may post content on the club's website. Members are encouraged to submit content suggestions or updates to the website administrator/PRO for consideration.

**3. Privacy and Personal Information:**

Members must respect the privacy and confidentiality of all individuals mentioned or featured on the club's website. Personal information or contact details of club members should not be disclosed without their explicit consent.

**4. Reporting Concerns:**

If you come across any inappropriate or outdated content on the club's website, please report it to the website administrator or PRO or a committee member for review and potential removal.

By using the Wexford Swimming Club website, you agree to comply with the guidelines outlined in this Social Media Policy as they pertain to website usage.

**Consequences of Violation:**

Violation of this Social Media Policy may result in disciplinary action, as determined by the club's committee. Consequences may include warnings, suspension, or expulsion from the club, depending on the severity of the breach.

By participating in Wexford Swimming Club and using social media platforms, you agree to abide by this Social Media Policy.

It is very important that members immediately report any inappropriate activity or behaviour regarding the club, committee, its coaches or third parties. All allegations made in good faith will be fully and confidentially investigated. You are required to cooperate with all investigations of alleged policy violations.

This policy is subject to review and updates as needed to reflect changes in technology and online communication.

**Wexford Swimming Club Social Media Policy ~ Be smart. Be respectful. Be human, Be Your best.**

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Approved by: Yvonne Doris – Chairperson

Jackie Furlong - Secretary