

SOCIAL MEDIA POLICY

1. INTRODUCTION

Brighton Recreational Centre recognises the use of social media may create a negative impact on individuals and the Centre.

The purpose of this policy is to:

- ensure the relationship between staff and participants/students/athletes remains professional;
- to protect staff from allegations of inappropriate conduct;
- to provide clear guidelines in regards to use; and
- to preserve the reputation and positive image of the Centre.

Parents are encouraged to monitor and guide their children's use of social media.

2. DEFINITIONS

Social media

Social media is the term commonly given to Internet and mobile-based channels and tools that allow users to interact with each other and share opinions and content. As the name implies, social media involves the building of communities or networks and encouraging participation and engagement.

Social media tools

Examples of social media applications include

- Micro-blogging sites (examples: Twitter, Yammer)
- Social and professional networking sites (examples: Facebook, LinkedIn)
- Video and photo sharing websites (examples: YouTube, Flickr, Pinterest)
- Weblogs, or 'blogs' - online diaries for pictures and updates (examples: Wordpress, Tumblr, Blogger)
- Wikis - libraries of collaborative documents that anyone can edit (example: Wikipedia)
- Forums and discussion boards (examples: Google Groups, Yahoo Groups)

Employees are permitted to access social networking sites while at work for research purposes and when appropriate, for personal undertakings

Social media users will be guided by the following principles

: • Include content that is factual;

- Be credible, accurate, fair, thorough and transparent;

Be respectful, cordial, honest and professional at all times;

- Be responsive and share information where appropriate;

- Behave with honesty and integrity; •

Be consistent with other Council information;

- Only post content that is genuinely expected to be relevant and of interest to followers;
- Respond to enquiries within 24 hours (Monday to Friday) where possible;
- Keep messages simple and engage in conversations where appropriate;
- Link to more information on Council's website where possible.

Provide relevant, accurate, fair and thorough information

3. POLICY

3.1 Personal use of social media

Employees using social media for personal use must ensure that any comments that they make on social media could not be deemed to be attributable to their role as an employee, or in any way representative of a view or position of BRC, nor should they share information as a result of knowledge that has been acquired through their position at BRC.

Personal use must not in any way be disparaging or of a negative nature in respect to the BRC, its programs and services, nor the performances or behavior of fellow employees in the context of their role at BRC.

3.2 Employees/ Contractors/ Facility Renters

Brighton Recreational Centre employees, contractors and facility renters:

- must avoid posting any remarks, photographs or video that could be disparaging or embarrassing to the Centre, staff, members, officials or to any other community centre or club;
- must not contact or 'friend' any student or athlete under the age of 18 via social media (this does not apply to employees under the age of 18 who are also current Brighton Recreational Centre athletes);
- must only make contact with athletes under the age of 18 via their parents;
- must inform the General Manager if they notice a contravention to this policy.

- may publish or comment via social media on BRC social media sites, or in reference to BRC programs and services, but only if authorized to do so as a BRC employee by the Marketing Manager

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3.3 Students/Athletes

- should avoid posting any remarks, photographs or video that could be disparaging or embarrassing to the Centre, staff, members, officials or to any other community centre or club;
- should not contact or 'friend' any coach or staff member via social media;
- should inform their parents, coach or General Manager if they notice a contravention to this policy.

3.4 Parents

- should avoid posting any remarks, photographs or video that could be disparaging or embarrassing to the centre, staff, members, officials or to any other community centre or club;
- should not 'tag' Brighton Recreational Centre on their private pages unless permission has been sought from the club;
- should not contact Brighton Recreational Centre staff via social media for club related enquiries unless in the context on an emergency;
- should inform the General Manager if they notice a contravention to this policy.

3.5 Content

The following content is not permitted to be posted or used in social media under any circumstances:

- abusive, profane, derogative or sexual language
- content which is false or misleading
- confidential information
- Discriminatory material in relation to a person or group based on age, colour, creed, disability, family status, gender, nationality, marital status, parental status, political opinion or affiliation, race or social origin, religious beliefs or activity or sexual orientation
- illegal material or materials designed to encourage lawbreaking
- material that would offend contemporary standards of taste and decency
- personal details which may breach privacy laws
- statements which may be considered to be bullying or harassment
- photos or videos of clients, customers or participants where permission has not been provided

4. ROLES AND RESPONSIBILITIES

POSITION	ROLES/RESPONSIBILITIES
General Manager	<ul style="list-style-type: none">• Responsible for the development, monitoring and review of the policy• Responsible for ensuring suitable resource and support systems to enable compliance with this policy
Marketing Manager	<ul style="list-style-type: none">• To monitor and ensure organisational compliance with the policy• To be responsible for all BRC social media and its compliance with the policy
Gymnastics Manager	<ul style="list-style-type: none">• Communication of the policy to employees, students and parents
All other staff	<ul style="list-style-type: none">• Awareness and compliance with the policy

5. MONITORING, EVALUATION AND REVIEW

Adherence to this policy will be monitored through:

- the centres compliance program
- incident reporting process

Dated: 15th April 2020

Reviewed: 8th June 2021

Reviewed and Updated: 16th April 2024

Next review due: 16th April 2026