Social Media and Website Administrator Policy

1. The use of social media and the Swim England East Region website to transmit information and share news items has become much more prevalent. Swim England East Region now uses multiple networking sites and it is imperative that all users have an agreed policy to follow for the following reasons;

1.1 Network Security
There is a high risk of attempt of identity theft and hacking of electronic devices as well as profiles. Swim England East Region has set out this policy to assist in minimising the chance of this occurring.

1.2 Acceptable Behaviour
The messages and information published on the website and via social media are published on behalf of the Swim England East Region and must reflect the views of the organisation, and not that of an individual. At all times all communications must be:
*   Professional, without defamation of the organisation or its members
*   Compatible with Swim England Wavepower guidance documents.

Users of the Swim England East Region media platforms must use the same standards of conduct in online matters as they would in offline issues. The user should consider the nature of the comments made and the likely impact on the organisation.

1.3 Data Protection
Swim England East Region is committed to the 1998 Data Protection act and the forthcoming General Data Protection Regulations whereby personal or confidential data must not be shared outside a need to know basis.

1.4 Business Objectives
Any media feeds must be in accordance with the policies and procedures within Wavepower. Feeds must be relevant and supportive of any events and/ or work programmes.

1.5 Association
Individuals associated with Swim England East Region either via employment or a voluntary capacity must acknowledge that personal social networking sites also play a part in keeping the integrity of the organisation.

Personal accounts should not contain engagement in activities on the Internet which might bring the organisation into disrepute; should not be used in any way to attack or abuse members of the Swim England East Region or anyone else; should not contain support for politically sensitive and/or discriminatory messaging; and should not contain derogatory or offensive comments.

2. **Social Media Sites**

2.1   Swim England East Region embraces the use of multiple sites to use as platforms to perform marketing, stay connected with members and build its profile online. The organisation encourages its workforce to use social media and the website to support the company's goals and objectives.

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2.2 Social media sites and services include (but are not limited to):
- Swim England East Region website
- Popular social networks like Twitter and Facebook
- Online review websites like Reevoo and Trustpilot
- Sharing and discussion sites like Delicious and Reddit
- Photographic social networks like Flickr and Instagram
- Question and answer social networks like Quora and Yahoo Answers
- Professional social networks like LinkedIn and Sunzu

3. Conduct

3.1 Users of the Swim England East Region media accounts are in a position of trust and/or responsibility and should only be in direct contact with young people or vulnerable adults through social networking sites when a generic response is required. The region actively discourages private messaging to these groups.

3.2 The social network sites and the website should never be used as a medium by which to abuse or criticise Swim England members, Swim England clubs, or any member of the public or other organisation and to do so may be in breach of Swim England Regulations and Wavepower.

3.3 The publishing of a photograph or video footage on any media site is governed by the same requirements as those contained in the Swim England Photography Policy. All images of children under the age of 18 must be above the waist or in full clothing, not swim suits. The full Swim England Photography Guidelines can be found at swimming.org

3.4 Be wary of publishing any identifying information about yourself or others, either in your profile or in your posts. Remember not to include personal details, such as phone numbers, workplaces, school names, addresses or birthdays.

3.5 Respect copyright and financial disclosure of the organisation. You must not disclose any confidential material relating to the region, a member of Swim England East Region, or a member of the public.

3.6 Access to the accounts is provided on the basis that you will be using them on behalf of the East Region only, and not for personal use.

3.7 Social networks are not a good place to resolve complicated enquiries and customer issues. Once a customer has made contact, employees should handle further communications via the most appropriate channel — usually email or telephone.

3.8 Users should be on guard for social engineering and phishing attempts. Social networks and websites are also used to distribute spam and malware. Any suspected threat must be raised with the East Region office as soon as possible.

3.9 Respect your audience by writing in thoughtful language (avoiding insults, slurs or obscenity).

3.10 Swim England East Region will not be held liable for any repercussions the user's content may generate.

3.11 Dishonourable content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated.

3.12 Swim England East Region reserves the right to edit or delete any misleading or inaccurate content depicted in posts.

4. Authorised users

Only people who have been authorised to use the organisation's social networking accounts and website administration may do so. Authorisation is usually provided by the Regional Chairman and is typically granted when media-related tasks form a core part of a person's appointed role.

A user may have access to the social media accounts and/ or the website upon signing an Authorisation Form to agree to abide by the terms stipulated in this policy. The Region reserves the right to withdraw access for inappropriate use, or where inappropriate posts are made in personal accounts.

From time to time the region will change the passwords to our sites, and will notify authorised users accordingly. In addition, the region may introduce temporary passwords for a particular event or activity.