

**Objective:** To positively promote ST by managing media and to ensure the security and credibility of data and information on ST and board members computers.

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**1. Promotion through social media - To positively promote Swimming Taranaki at a regional level by managing frequent and timely contact with appropriate media.**

- a) All Swimming Taranaki press releases and/or media contacts shall be made with the authorisation of the Swimming Taranaki Board. These shall be made by the Team Manager, Coach or other member authorised by Board.

Operational

- a) Members submitting results to the press may not state that a swimmer has achieved a new record until such time as that record has been ratified by Swimming Taranaki Board. However, it may be stated that the time is a provisional or unofficial record.
- b) All clubs shall be informed of key communications issued by Swimming Taranaki as soon as practicable.
- c) Swimming Taranaki shall appoint a Publicity Officer each year at or shortly after the AGM. The Publicity Officer will undertake the following:
- Bring ST and swimming to the attention of the media.
  - Put in place a network of media contacts.
  - Keep the above contacts aware of forthcoming events and results.
  - Be available to receive information on ST and Club news.
  - Arrange publicity for Teams/Officials travelling to National and Representative Meets.
  - Make use of other people who are in attendance at meets to forward reports to the publicity officer.
  - Maintain an up to date electronic media clipping file.
- d) Any member submitting articles related to ST or its members to the press should maintain a copy of the submission in case there is a difference between what is published and what was submitted.

**2. Policy: Systems Security – To ensure the security and credibility of all digital data and information on Swimming Taranaki Board members computers.**

- a) All members who hold Swimming Taranaki files, databases and other digital forms of information will have a 'back-up' procedure and ensure that the information is stored in a safe and secure place.
- b) Swimming Taranaki Board members will ensure copies of files, databases, resources or any other digital form of information will be made available for use on computer systems outside of the Swimming Taranaki Administrator and Office Holders' computer systems.
- c) Swimming Taranaki members will endeavor to ensure copies of files, databases, resources or any other digital form of information are virus free before transferring to other ST members' computer systems.
- d) Swimming Taranaki will not be held liable for any members' computer system that is damaged by virus or other means while being used for ST business.

### 3. Policy: Email and Internet Use: To ensure the security and credibility of electronic data and information circulated by members of Swimming Taranaki.

- a) All users of email and internet under Swimming Taranaki identification shall do so for business purposes and in a manner which will not cause offence.
- b) Messages to external addresses will include ST contact details (electronic, and/or postal and/or telecommunications) consistent with ST details on printed media. Messages will portray ST in a professional and credible manner.
- c) Access to, exchange, possession or otherwise dealing in objectionable material as defined under, but not exclusive to the Films, Videos, and Publications Classification Act 1993, on any ST computer is not permitted. Breaches of this procedure will result in appropriate disciplinary action.

### 4. Policy: Website – To ensure the security and credibility of all digital data and information on the Swimming Taranaki website.

- a) All information to be placed on the Swimming Taranaki website will be factual, accurate, informative and cross-referenced against all relevant Swimming Taranaki information in resources currently available to the public.

#### Operational

1. All information on ST and member clubs will be kept up to date on the ST website.
2. If ST member clubs wish to develop sub-sites, the ownership of the sub-site will remain with the member. The responsibility for ensuring currency, accuracy and applicability of information on sub-sites is that of the owner.
3. The management of and payment for development or amendments to the ST website is the responsibility of ST. Any costs of development or amendment of the sub-site will be covered by the member concerned.
4. Amendments, additions and developments to the website will be co-ordinated and managed by the ST Administrator and Board as required.
5. The inclusion of any advertising material must be approved by the ST Board.
6. Only material that is appropriate and suitable is to be put up on the ST website, ensuring that ST is promoted in an ethical and positive manner.
7. Authorisation to access the website editing page will only be given to the ST Administrator and those approved by the ST Board.

### 6. Policy: Use of Social Media – To positively promote appropriate use of social media networks by members, families and supporters of Swimming Taranaki.

- a) All Swimming Taranaki Facebook posts shall be made by authorised administrators only. These administrators shall be authorised by the Swimming Taranaki Board annually. If anyone wishes to participate in any other form of official ST social media, please discuss this with an authorised person prior to acting.
- b) All social media posts made by members, families and supporters of Swimming Taranaki that relate to swimming or will reflect on Swimming Taranaki must be polite, pleasant, respectful and professional.

## **Operational**

1. The content and opinions you share should be consistent with the values of Swimming Taranaki and our professional standards. Social media should be used to promote our sport and celebrate the achievements and success of the people involved.
2. Before posting any content check your facts are accurate, fair, credible and check that spelling and grammar is correct.
3. Administrators of Facebook should respond to questions and messages in a timely manner.
4. Never give out personal details, confidential information or other content that you do not have permission to publish (budget, internal policies or documents, intellectual property, etc).
5. Swimming Taranaki has expectations of all members, families and supporters that they will;
  - Not use offensive, provocative or hateful language.
  - Not be misleading, false or injure the reputation of another person.
  - Will respect and maintain the privacy of others.
  - Will use best judgement – do not publish something that makes you, or may make others, uncomfortable and never publish if you are feeling emotional or upset.
  - Always ask for a person's permission before posting their picture.
  - Only use social media to add value to and promote swimming in a positive way.
  - Any form of bullying, discrimination or harassment is unacceptable in our sport and will not be tolerated.