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# WATER POLO QUEENSLAND SOCIAL MEDIA & CYBER BULLYING POLICY

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Date: 6<sup>th</sup> May, 2020

Revision: 2020/01



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# REVIEW HISTORY

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Version	Revision No.	Date Reviewed	Date Endorsed	Content Reviewed/Purpose
1	2020/01	N/A		New Policy Adapted from Play by the Rules Policy

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# 1. POLICY STATEMENT & COVERAGE

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## 1.1 Policy Statement

Social media is changing the way we communicate.

Water Polo Queensland Inc. (WPQ) recognises and appreciates the value of Social Media as a tool for the community to engage, interact, learn and share innovative ideas.

This policy has been developed to inform the water polo community in Queensland about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Water Polo Queensland.

This policy provides practical guidance allowing all members of the water polo family to benefit from the use of social media, while minimising potential risks and protecting those involved by. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

## 1.2 Underlying Principles

This policy complements Water Polo Queensland's core values:

To become the home of Water Polo in Australia by taking the game to more people and more communities across Queensland. Water Polo Queensland will be recognised as a leading State Sporting Organisation by creating an environment where:

- our associations and clubs are thriving,
- our volunteers are valued and fulfilled,
- participation is at an all-time high, and
- our athletes are being nurtured and striving for excellence and maximising their potential.

The WPQ CEO is responsible for all matters related to this policy.

## 1.3 Policy Coverage

This policy applies to all persons who are involved with the activities of WPQ, whether they are in a paid, unpaid or voluntary capacity, including but not limited to:

- Members, including life members of WPQ
- Persons appointed or elected to the WPQ Board and sub-committees;
- Employees of WPQ;
- Coaches and assistant coaches;
- Athletes;
- Referees and other officials;
- Parents, family members and supporters
- Support personnel, including managers, physiotherapists, sport trainers and others;
- Affiliated Associations, Clubs and Teams.

## 2. SCOPE

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**Social media** refers to any online interactive platforms that allow people to communicate and/or share content via the internet.

For the purposes of this policy, Social Media, includes but is not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopedias (e.g. Wikipedia, etc)
- Collaborative editing websites (such as Google docs)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content or any other forum which might be classified reasonably as social media as the term is generally understood.

This policy is applicable when using social media as:

1. an officially designated individual representing WPQ on social media; and
2. if you are posting content on social media in relation to WPQ that might affect WPQ's business, products, services, events, sponsors, members or reputation.

**Please Note:** This policy does not apply to the personal use of social media where it is not related to or there is no reference to WPQ or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to WPQ may still be regulated by other policies, rules or regulations of WPQ.

### **Using social media in an official capacity**

You must be authorised by the WPQ CEO before engaging in social media as a representative of WPQ.

To become authorised to represent WPQ in an official capacity, you must have reviewed the Sporting Organisations and Community Groups section of the eSafety Commission website - <https://www.esafety.gov.au/key-issues/tailored-advice/sporting-organisations-community-groups>

As a part of WPQ's, community you are an extension of the WPQ brand.

As such, the boundaries between when you are representing yourself and when you are representing WPQ can often be blurred. This becomes even more of an issue as you increase your profile or position within WPQ. Therefore, it is important that you represent both yourself, your family and WPQ appropriately online at all times.

When using Social Media, WPQ participants must not:

1. post or create content that is, or has the potential to be, offensive, aggressive, abusive, obscene, intimidating, sexually explicitly, hateful, racist, sexist or otherwise inappropriate;
2. exploit platforms to harass, bully, abuse or threaten any other person including WPQ staff, players, officials or members of WPQ;
3. exploit platforms to seduce, groom or inappropriately engage with Children;
4. expose others to contact that is offensive, inappropriate, obscene, insulting, provocative or hateful including in relation to WPQ staff, players, officials or members of WPQ;
5. impersonate or falsely represent any other person;
6. post inaccurate, misleading, deceptive or fraudulent content;
7. make defamatory comments or posts;
8. post material that infringes the intellectual property rights of others or breaks any other law including privacy, defamation or harassment;
9. post content that interferes with the conduct of any event run by WPQ
10. post content that violates security measures instituted at any WPQ event or content of contractual agreements with WPQ, sponsors and stakeholders
11. comment in a way that may harm the reputation of WPQ, other WPQ participants, another member of WPQ or WPQ sponsors and stakeholders
12. use Social Media platforms as a forum for disputes or grievances;
13. use WPQ or affiliated brands (including sponsors and suppliers) to endorse or promote any product or service, opinion, cause or political candidate;
14. use videos or images of others without express prior permission; or
15. publish, post or release information that is considered confidential and not for the public (if it seems confidential, it probably is).

When posting on any WPQ Social Media platform, WPQ participants must not:

- (a) promote their commercial interests in any manner;
- (b) make excessive postings on a particular issue or post multiple versions of the same opinion or information so as to pose a nuisance to others;
- (c) post internet addresses, links to websites or organisations;
- (d) include personal information in posts (for example, email addresses, private addresses or phone numbers); and
- (e) identify and discuss other people and water polo specific business including players, officials or coaches unless they have their explicit written permission to do so.

If a WPQ participant posts content which breaches this Policy on their personal Social Media platform/s, they may still be held accountable for such a breach if they have a connection to WPQ and that connection is reasonably identifiable

### 3. CYBER BULLYING

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Bullying is when someone, or a group of people, upset or create a risk to another person's health and safety - either psychologically or physically - or their property, reputation or social acceptance on more than one occasion. Bullies deliberately set out to intimidate, exclude, threaten and/or hurt others repeatedly. Bullying is a clear form of harassment. People who use the internet, email, intranets, phones or similar technologies to bully others are cyber bullies.

Bullying in any form is unacceptable. Bullying that is carried out through an internet service, such as email, chat room, discussion group or instant messaging or through mobile phone technologies such as short messaging service (SMS) is cyber bullying. Cyber bullying will not be tolerated at any level, and consequences exist for members who choose to bully others.

WPQ aims to reinforce within the water polo community what bullying is (including cyber bullying), and the fact that it is unacceptable, including but not limited to:

- Advising all within the community to be alert to signs and evidence of cyber bullying and to have a responsibility to report it to WPQ whether as observer or victim;
- Ensuring that all reported incidents of cyber bullying are investigated appropriately and that support is given to both victims and perpetrators; and
- Seeking parental and peer-group support and co-operation at all times.

## 4. GUIDELINES

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You must adhere to the following guidelines when using social media related to WPQ or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

### ***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.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for WPQ.

### ***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.

### ***Honesty***

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. WPQ recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

### ***Use of disclaimers***

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of WPQ) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.



### ***Reasonable use***

If you are an employee of WPQ you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

### ***Respect confidentiality and sensitivity***

When using social media, you must maintain the privacy of WPQ's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of WPQ.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by WPQ, it is perfectly acceptable to talk about WPQ and have a dialogue with the community, but it is not okay to publish confidential information of WPQ. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our activities, policies and programs including but not limited to team selections, coaching practices, financial information and trade secrets.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

### ***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. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

### ***Complying with applicable laws***

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

### ***Abiding by copyright laws***

It is critical that you comply with the laws governing copyright in relation to material owned by others and WPQ's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

### ***Discrimination, sexual harassment and bullying***

The public in general, and WPQ's employees and members, reflect a diverse set of customs, values and points of view.

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 WPQ's values and Member Protection Policy which includes clauses on Anti-Discrimination, Harassment and Bullying.

### ***Avoiding controversial issues***

Within the scope of your authorisation by WPQ, if you see misrepresentations made about WPQ in the media, you may point that out to the relevant authority within WPQ. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

### ***Dealing with mistakes***

If WPQ makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses WPQ of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

### ***Conscientious behaviour and awareness of the consequences***

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your employment/membership at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

### ***Branding and intellectual property of Water Polo Queensland***

You must not use any of WPQ's intellectual property or imagery on your personal social media without prior approval from the WPQ CEO.

WPQ's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on WPQ's official social media sites or website.

You must not create either an official or unofficial WPQ presence using the organisation's trademarks or name without prior approval from WPQ.

You must not imply that you are authorised to speak on behalf of WPQ unless you have been given official authorisation to do so by the WPQ CEO.

Where permission has been granted to create or administer an official social media presence for WPQ, you must adhere to WPQ's Branding Guidelines.

## 5. POLICY BREACHES

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Breaches of this policy include but are not limited to:

- Using WPQ's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of WPQ's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing WPQ, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

In circumstances of a breach of this Policy on a private or WPQ Social Media platform, WPQ may:

- (a) remove the offending post and any other content from the relevant WPQ Social Media page;
- (b) make a necessary public comment such as a correction, clarification, contradiction or apology in regard to the breach;
- (c) issue a formal warning to the WPQ participant responsible for the breach and insist that the content be removed and an apology be made to WPQ and/or the individual/s affected (if any);
- (d) deal directly with any Social Media provider to remove any posted material that WPQ considers to be in breach of this Policy;
- (e) if the breach amounts to a breach of the law, report the matter to any local authority or wronged party; or
- (f) take any disciplinary action available to it under one or more of WPQ policies.

WPQ participants who communicate their opinions and any other materials on Social Media do so at their own risk. A WPQ participant may be held personally liable for any commentary and/or material that appears on their personal Social Media.

WPQ encourages all participants to report any use of Social Media which may be in breach of this Policy.

### ***Reporting a breach***

If you notice inappropriate or unlawful content online relating to WPQ or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the WPQ CEO.

Further information about reporting breaches:

- For a complaint about the misuse of social media relating to a match or competition that occurs either prior to, during, or after a game; refer to the WPQ Citing and/or Disciplinary Procedures.
- For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular game; refer to the WPQ Social Media and Cyber Bullying Policy and/or the WPQ Member Protection Policy.

### ***Investigation***

Alleged breaches of this social media policy may be investigated according to the WPQ Social Media and Cyber Bullying Policy and/or the WPQ Member Protection Policy.

Where it is considered necessary, WPQ may report a breach of this social media policy to police.

### ***Disciplinary process, consequences and appeals***

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the WPQ Member Protection Policy and/or WPQ Disciplinary Policy.

Employees of WPQ who breach this policy may face disciplinary action up to and including termination of employment in accordance with WPQ's Member Protection Policy or any other relevant policy.

### ***Appeals***

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under the WPQ Appeals Policy.

### ***Related WPQ Policies***

- Member Protection Policy
- Codes of Conduct
- Member Protection Policy
- Grievance Policy (TBC)
- Disciplinary Policy
- Appeals Policy

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade-mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court
- Gaming laws

## 6. USEFUL RESOURCES AND LINKS

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'Play by the Rules' provides information, resources, tools and free online training to increase the capacity and capability of administrators, coaches, officials, players and spectators to assist them in preventing and dealing with discrimination, harassment and child safety issues in sport, <https://www.playbytherules.net.au/got-an-issue/social-media>.

The Australian Federal Police is dedicated to preventing all Australians from becoming victims of online crime by empowering them to use technology safely and responsibly, <https://www.afp.gov.au/what-we-do/crime-types/cyber-crime>

### Information for Children

'Think U Know Australia' is a partnership between the Australian Federal Police, Microsoft Australia, Commonwealth Bank and Datacom which aims to raise awareness among parents, carers and teachers of the issues that Children face online. The website provides information on the technologies and applications Children use to have fun online, the risks they may face and how to stay in control, and how to report when things go wrong. <http://thinkuknow.org.au>

The Office of the eSafety Commissioner provides educational resources and an avenue for lodging complaints of cyberbullying specifically for Children. <https://www.esafety.gov.au/esafetyinformation/esafety-issues/cyberbullying>