



SOCIAL MEDIA POLICY

Melbourne Collegians Water Polo Club is an organisation that actively embraces social media and encourages players, coaches and officials to create and maintain a social media presence.

MCWPC Social Media Accounts

- Facebook
- Twitter
- Instagram
- WhatsApp

Social Media channels are valuable tools for both marketing/promotion and communication. While we encourage social media use, MCWPC recognises the need for guidelines that outline our expectations in relation to social media use to protect the reputation of the MCWPC, its players, coaches and officials. These guidelines should be read in conjunction with the Code of Conduct.

SOCIAL MEDIA TIPS

MCWPC will adopt the Water Polo Australia Social media guidelines.

<https://www.waterpoloaustralia.com.au/info-hub/policies-procedures/>

APPROPRIATE SOCIAL MEDIA USE

Whilst WPA and MCWPC encourage social media use, MCWPC representatives are encouraged to:

- Be clear about who you are representing.
- Take responsibility for your content.
- Show respect for the organisation you are representing and the audience that you engage with via social media.
- Be accountable for comments that breach Code of Conduct policies. Breaches will result in disciplinary action.
- Be aware of copyright and confidentiality.

- Comments, notes and photos posted on social media sites are usually constructive and positive but negative comments and images, bullying and criticism and sexist remarks can be dangerous and harmful to people's wellbeing and the image of water polo.
- Do not use social media to be critical of teammates, coaches, officials, administrators, volunteers or spectators.
- Always assume that the person you are talking/writing about will see what has been said/written.
- Use social media as a positive outlet to promote players, teammates, teams and others involved in water polo. Posting results and acknowledging team and individual performances on social media make many people aware of club, team and individual performances.
- Remember to show respect.
- When in doubt, leave it out.
- Do not condone or tolerate poor social media behaviour or actions. Report social media posts that breach the Code of Conduct.
- Consider social media your personal brand.
- Understand that what you post on social media is online forever and you are responsible for your content.