



## Social Media Guidelines

Australian Water Polo Inc. is an organisation that actively embraces social media. We encourage our National teams, State Associations and Clubs to create and maintain a social media presence.

As a rule of thumb: **Be real and use your best judgement – understand that what you say on Facebook or Twitter is online and public forever!**

- All National teams, State Associations and Clubs are allowed and encouraged to use Twitter, Facebook, Linked In and YouTube accounts. Be clear with who you are representing.
- All National teams, State Associations and Clubs are encouraged to blog and comment on other people's blogs. Your website is a great place to host and promote your blogs.
- While we encourage the use of social media, it shouldn't replace your traditional media plan but rather compliment it.
- Please think before you tweet, blog or post a comment – remember what you say lives online forever! You are responsible for your content. Stop and take a breathe before you post in the heat of the moment.
- If you make a 'mistake' please own up to it immediately, apologise and be genuine.
- When commenting as an individual, please use the 1<sup>st</sup> Person (eg. I, me, mine).
- If AWPI make official policy announcements they will be from the Australian Water Polo Inc (Facebook) and @WaterpoloAus (Twitter) accounts.
- Never reveal any confidential or proprietary information.
- Never make disparaging or offensive comments, particularly about other countries/States/clubs. Show respect. Stop and think before you post/tweet/send.
- If you discover any negative comment made about AWPI or its teams please discuss the post with the appropriate person as soon as possible. Use your best judgement and alert the AWPI Media Manager.
- Prohibited communications include any postings that may be considered discriminatory or bullying / harassing, spam or junk type postings and anything of a pornographic nature.
- Breach of this policy may result in dismissal from National teams and / or withdrawal of funding.

These guidelines will be regularly reviewed to ensure continued effectiveness and improvement.