

COOK ISLANDS GYMNASTICS FEDERATION

WEBSITE AND SOCIAL MEDIA POLICY



Policy Name:	WEBSITE AND SOCIAL MEDIA POLICY
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1. Purpose

As the national governing body, the Cook Islands Gymnastics Federation (CIGF) seeks to maximise the profile and positive reputation of the sport of Gymnastics in the Cook Islands through positive coverage of CIGF, its events, programs and athletes.

By engaging with the media and the community, CIGF aims to continue to build awareness of the sport of Gymnastics, profile of upcoming athletes and CIGF initiatives and products.

The objective of these guidelines is to achieve an understanding of the use of social media during major national and international events, along with the process for the announcement of any team selections and day to day engagement with social media.

This policy identifies protocols for the use of key communication assets including social media and the CIGF website, the expectations of content and indicates inappropriate usage. This policy aims to ensure CIGF speaks with an authoritative and single voice on all matters pertaining to its operations, brand and values.

2. What is Social Media?

Social media provides an enormous number of opportunities for the CIGF to connect with our existing community and generate broader public awareness of Gymnastics. Social media incorporates a large range of websites that facilitate the sharing of online user generated content. These websites extend to social media, social networking and social news and account for the vast majority of all online content.

This policy covers all forms of social media, including but not limited to:

- Social networking sites: Facebook, Twitter, Google+, Pinterest, LinkedIn, MySpace.
- Social media sites: YouTube, Instagram, Flickr.
- Social news: Blogger, Digg, Propeller, Reddit, Slideshare.
- Other: Wikis, Forums and discussion boards.

3. Principle and Context

These guidelines are intended to provide clarity to employees, athletes, coaches, judges, officials, contractors and representatives of Gymnastics on how to appropriately use social media forms of communication as well as the CIGF website.

CIGF embraces and encourages the use of social media as a corporate and community awareness building tool provided that the comments are not for individual commercial and or advertising purposes. It is not to be used to create or imply any unauthorised release of information that may be associated to any official announcement or incident.

The use of social media by any employee, athlete, coach, judge, official, contractor or volunteer must not bring CIGF and or its affiliated organisations into disrepute. These guidelines apply to any CIGF representatives including employees, athletes, coaches, judges, officials, contractors and volunteers.

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4. General Guidelines for Using Social Media

CIGF encourages the use of social media for private use however users are reminded by CIGF that all participation must be indicative of individual opinion and may not engage CIGF into matters of disrepute. In addition, any personal use of social media must not interfere with CIGF work commitments. As a representative of CIGF (employee, athlete, coach, judge, official, contractor or volunteer) you are obligated to keep information confidential regarding any announcements from CIGF covering any topics, such as national squad information and / or national team selection.

Users should carefully consider if social media is the appropriate communication channel and avoid posting any statement on social media if it is not intended for wide public distribution.

When using social media always ensure that you comply with the CIGF Privacy Policy and post a link to CIGF'S Privacy Policy on all social media websites with CIGF branding.

All content posted to CIGF'S social media sites is to be reviewed by CIGF's Social Media Team.

5. Authorised Representatives of CIGF on Social Media

Whilst all members are encouraged to utilise social media for private purposes, limited CIGF personnel are authorised to represent CIGF on social media. Authorised representatives are:

- President
- Secretary

6. Targeted Response Times

Enquiries received via social media and CIGF's website must be responded to within 48 hours by a member of the Social Media Team, or an authorised representative of CIGF. Due to the immediacy of social media, where possible, enquiries should be responded to within 1 business day, particularly when questions relate to event information (i.e. event scheduling).

7. Use of Social Media and CIGF Website at Events

At CIGF hosted events, the Social Media Team will be responsible for generating and publishing Social Media content.

Social Media passwords will not be provided to volunteers.

Throughout events hosted by CIGF, social media should be utilised to provide updates and share multimedia content.

The Social Media Team will create pre-agreed hashtags for all events and participants are encouraged to use them whenever they are talking about the event.

The CIGF website is to be used to promote news items and highlight what will be occurring at the event.

Athletes are also to be featured on the CIGF website throughout events and result highlights are to be promoted, particularly paying attention to updating the results in their profile.

8. Inappropriate Use of Social Media

Social media presents a raft of legal and reputational challenges for all organisations, including CIGF. Inappropriate use of social media can not only damage the CIGF brand but also lead to defamation, copyright and privacy issues. Once comments are made or published on social media, they are available to the public for a long time and are extremely difficult to retract.

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Inappropriate use of social media includes but is not limited to:

- Using discriminatory, defamatory, abusive or otherwise objectionable language;
- Accessing, downloading or transmitting any kind of sexually explicit material, violent images including graphic images of blood or gore (without medical purpose);
- Accessing, downloading or transmitting hate speeches and overt racism; material extolling the inherent or moral superiority or inferiority of a particular race, ethnic group, or sexual orientation; racial epithets; or religious bigotry;
- Compromising the privacy of any person;
- Bullying, harassment and unwanted and improper comments and statements in all forms;
- Using services for personal political purposes;
- The release of commercially sensitive information (such as team selection, event results or athlete announcements);
- Disruption of the integrity of official procedures in relation to Olympic Games selection, national team selection or major incidents which require confidentiality; and
- Posting any unauthorised material.

9. Social Media Content Guidelines and Recommendations

The CIGF must maintain a professional tone of voice at all times and be respectful of all community members.

When commenting or posting on behalf of the CIGF on social media, you must ensure you abide by the following content guidelines:

- Always be open and transparent about who you are and who you are speaking on behalf of;
- All posts must be accurate and any errors must be corrected as soon as possible acknowledging the original error;
- All posts must be professional and respectful;
- You must have permission to post copyright items and you must not breach intellectual property laws;
- Only reference information that is publically available;
- Use your best judgement – do not publish something that makes you the slightest bit uncomfortable;
- Always ask for a person's permission before posting their picture or a quote on a social media forum;
- Never comment on rumours, do not deny or affirm them or speculate about rumours;
- Always use social media forums to add value and promote the sport in a positive way;
- Refrain from using jargon, acronyms and technical language where possible;
- Ensure that you utilise the correct terminology for all national and international events;
- Engage the community wherever possible, 'talk with them rather than at them'; and
- Key posts should seek the feedback of the community and multimedia posts should be utilised wherever possible.

10. OGU Social Media Privacy Statement

Cook Islands Gymnastics Federation records any information posted on the CIGF social media outlets and uses that information for the purpose of administration and considering and/or addressing any comments made. No attempt will be made to further identify 'fans' except where authorised by law. The Cook Islands Gymnastics Federation is not responsible for the privacy practices or content of external social media outlets and websites.