

GYMNASTICS FEDERATION OF AMERICAN SAMOA

WEBSITE & SOCIAL MEDIA POLICY



Policy Name:	WEBSITE AND SOCIAL MEDIA POLICY
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1. Purpose

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

By engaging with the media and the community, GFAS aims to continue to build awareness of the sport of Gymnastics, profile of upcoming athletes and GFAS 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 Gymnastics Federation of American Samoa website, the expectations of content and indicates inappropriate usage. This policy aims to ensure GFAS 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 Gymnastics Federation of American Samoa** 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 GFAS website.

GFAS 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 GFAS and or its affiliated organisations into disrepute. These guidelines apply to any GFAS representatives including employees, athletes, coaches, judges, officials, contractors and volunteers.

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4. General Guidelines for Using Social Media

GFAS encourages the use of social media for private use however users are reminded by GFAS that all participation must be indicative of individual opinion and may not engage GFAS into matters of disrepute. In addition, any personal use of social media must not interfere with GFAS work commitments. As a representative of GFAS (employee, athlete, coach, judge, official, contractor or volunteer) you are obligated to keep information confidential regarding any announcements from GFAS 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 Gymnastics Federation of American Samoa Privacy Policy and post a link to GFAS's Privacy Policy on all social media websites with GFAS branding.

All content posted to GFAS's social media sites is to be reviewed by GFAS's Marketing and Communications Coordinator whenever possible, prior to posting.

5. Authorised Representatives of GFAS On Social Media

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

- Marketing and Communications Coordinator
- Events Coordinator
- President
- Secretary

6. Targeted Response Times

Enquiries received via social media and the Gymnastics Federation of American Samoa website must be responded to within 48 hours by the Marketing and Communications Coordinator or an authorised representative of GFAS. 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 The GFAS Website At Events

GFAS encourages the use of social media at events, including but not limited to Facebook, YouTube and Twitter, in order to increase awareness of, and engagement with, the event.

At all national and international events hosted by the Gymnastics Federation of American Samoa, the GFAS Events Coordinator may appoint an authorised representative for generating and publishing social media content. The authorised representative must be formally appointed and social media passwords must not be provided to volunteers. Guest commentators may be used at events however they are to be supervised by an authorised GFAS representative at all times.

Prior to every event, a posting scheduled is to be created by the GFAS Events Coordinator and the Marketing and Communications Coordinator. Where possible, all content on the posting schedule should be pre-written.

Throughout events hosted by GFAS, social media should be utilised to provide quick hits commentary and score updates as well as to share multimedia content.

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

The GFAS website is to be used to promote news items and highlight what will be occurring at the event. In addition, an image gallery is to be created for each event by the Marketing and Communications Coordinator utilising the event ID from the GFAS calendar.

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

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8. Inappropriate Use of Social Media

Social media presents a raft of legal and reputational challenges for all organisations, including GFAS. Inappropriate use of social media can not only damage the GFAS 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.

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 Gymnastics Federation of American Samoa 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 Gymnastics Federation of American Samoa in 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 publicly 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. GFAS Social Media Privacy Statement

Gymnastics Federation of American Samoa records any information posted on the GFAS 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 Gymnastics Federation of American Samoa is not responsible for the privacy practices or content of external social media outlets and websites.