



Rowing New South Wales Social Media, Blogging and Internet Guidelines for Coaches, Staff and other Rowing NSW members

1. Introduction:

Rowing NSW encourages the appropriate use of social media by all Persons bound by these Guidelines to engage with fans, promote the sport of rowing, individual athletes and communicate with the general public and media. Rowing NSW acknowledges social media is a broad and instant form of communication and treats all social media content, whether written, photographic, video, or audio, as public comment which is accessible to all.

2. Reputation:

Research shows that the sport of rowing has an enviable image amongst all sports in Australia. Rowing is a successful and high profile Olympic and Paralympic sport in Australia and as a result has developed a strong reputation within the New South Wales, Australian and international media and general public. The challenge for all Persons bound by these Guidelines is to promote rowing even further, including through the use of social media, enhancing the credibility that has been developed over more than 130 years of success on and off the water.

3. Postings, Blogs and Tweets:

Rowing NSW treats all written social media postings, blogs, status updates and tweets as public 'comment'. As a result, all Persons bound by these Guidelines should not comment or respond to a comment in a way that may be construed as negative or may be considered derogatory towards others, or put themselves in a situation where they may harm their reputation, the reputation of their club, school, or Rowing NSW, including its sponsors and stakeholders or any other third party.

4. Photographs, Video, Audio:

Rowing NSW also treats all photographs, video and audio 'material' posted onto social media as public comment and accessible to the public. Any material that may be considered negative, derogatory or inappropriate should not be posted. Where content is gathered in a team or event environment as part of standard media and communications practices by Rowing NSW staff, approval for posting such material is covered under Rowing NSW's [Privacy Policy](#).

5. Intellectual Property Rights:

Persons bound by these Guidelines should also be mindful that material posted may be subject to intellectual property rights, including copyrights, trade marks, patents, industrial design rights, and trade secrets, and all relevant consents and waivers should be obtained before using any material that may be subject to intellectual property rights.

6. Education:

Rowing NSW actively educates Persons bound by these Guidelines on the best practice use of social media and encourages 'positive posting' as a means of communicating via social media. Rowing NSW works with the New South Wales Institute of Sport, Rowing Australia, and other like-minded organisations to ensure all members are well versed on what is appropriate use of social media, and what is not.

7. Liability:

When Persons bound by these Guidelines choose to go public with any comments or material in any way, including on social media, they are solely responsible for such comments and materials. Individuals should be aware that they can be held personally liable for any comments and material that may be deemed to be defamatory, obscene, confidential or proprietary. In essence, Persons bound by these Guidelines post comments and materials at their own risk. Further, Persons bound by these Guidelines should at all times make it clear that any comments and materials are made in their individual capacity and that they do not represent Rowing NSW, its sponsors or any other third party.

8. Monitoring:

Rowing NSW does not actively monitor social media content of Persons bound by these Guidelines. Rowing NSW may however monitor online content which could impact on member clubs, schools and Rowing NSW itself as well as sponsors and stakeholders.

9. Infringements:

In the spirit of educating Persons bound by these Guidelines about the appropriate use of social media, Rowing NSW endeavours to work with individuals and members on the appropriate use of social media. Rowing NSW reserves its right to take any other appropriate measures with respect to infringements of these Guidelines, including issuing a take down notice, imposing other sanctions, and or taking legal action for damages.

10. Amendment/Interpretation:

Rowing NSW reserves the right to amend these Guidelines as it deems appropriate. The Rowing NSW Board shall be the final authority with respect to the interpretation and implementation of these Guidelines.

11. Persons bound by these Guidelines:

Persons bound by these Guidelines include athletes, coaches, employees, independent contractors and other Rowing NSW members.