



Code of Conduct – Social Media and Mobile Communication Devices

Technology continues to create new and different ways for people to communicate with each other.

As we enjoy the benefits of fast communication offered through the Internet and mobile communication devices, we also need to consider the responsibilities involved with these methods of communication.

Scenario: At training today I used my iPhone to tape a trio performing their new routine. It was so awesome, I decided to share it on Instagram and I got 150 likes in the first three hours!

Problem: Highly experienced SXL coaches choreographed this new routine to give their trio an edge in an upcoming competition. As a result of the routine being posted on Instagram, a competing club adapted the routine for their trio and SXL's competitive advantage was lost.

Social Media and Mobile Communication Devices – 10 principles of use

1. When communicating always be **polite, considerate, honest, respectful** and **fair**.
2. Never use language which criticises, discriminates, defames, abuses, intimidates or bullies.
3. **Do not make negative comments** regarding other athletes, coaches, Judges/officials from SXL or other clubs.
4. SXL members and employees should not claim or imply they are speaking on behalf of SXL Gymnastics, unless specifically authorised.
5. Be mindful your posts and behaviour can impact the brand and reputation of SXL Gymnastics. If you are writing anything about SXL Gymnastics, you have a responsibility to **ensure you represent the Club in a fair and honest manner**.
6. **Ask permission from SXL management prior to uploading any visual content.** Sensitive or confidential SXL Club information should not be shared with the outside online community. This includes photos and video clips of SXL choreographed routines.
7. **Check your content before you post, send or share.** Social media and mobile communications devices are incredibly fast. It is difficult to fix inaccurate and inappropriate messages once they are sent or posted.
8. **Share with care** - information you intend for friends or family only can be forwarded on to multiple recipients, with or without your permission. You cannot control this once you have shared.
9. Internet posts and mobile communications must **respect copyright** (including music), intellectual property, privacy and other applicable laws in addition to compliance with SXL Gymnastics policies and all relevant policies of our governing bodies: Gymnastics NSW and/or Gymnastics Australia.
10. **Stop and think before you text or post content. If in doubt – just don't.**

Breaches of the SXL Code of Conduct – Social Media and Mobile Communication Devices

The SXL Code of Conduct – Social Media and Mobile Communication Devices, applies to any member, coach, employee or volunteer of SXL Gymnastics authorised to upload content to the SXL website, Facebook, Instagram or any other social media platform. This Code of Conduct extends to any SXL member, parent, family, coach or employee or volunteer, if mentioning SXL Gymnastics on personal social media accounts or mobile communication devices.

Any breach of this Code of Conduct will be dealt with by SXL Management and may lead to disciplinary action including possible termination of SXL Membership.

Because you are legally responsible for your postings, you may be subject to liability or prosecution if your posts are found to be defamatory, harassing, or in violation of any other applicable law (e.g. privacy, discrimination, copyright etc.)