

## **Novocastrian Swim Club Social Media Posting Policy**

### **1. The Policy**

- 1.1. A social media posting policy is crucial for maintaining consistency and organisation in the way information is shared with the public. This policy ensures that all updates and information shared on social media platforms aligns with the organisation's goals and values.
- 1.2. It also outlines clear guidelines for how and when information should be shared and assigns specific responsibilities to individuals or teams. Additionally, a social media posting policy can help prevent any confusion or misunderstandings that may arise from inconsistent or unapproved posts.
- 1.3. By implementing a social media posting policy, the Novocastrian Swim Club can effectively use social media as a tool to engage and inform their members, supporters, and the public, in an organised and professional manner.

### **2. Schedule of Social Posting:**

- 2.1 This social media posting policy outlines the following:
  - 2.1.1 Updates on NSW Country, NSW State, and National events will be posted daily.
  - 2.1.2 Updates on CVSA Champs and focus meets will be posted at the conclusion of the weekend.
  - 2.1.3 Monthly updates of various local meets, photos, and general acknowledgment of submissions from parents and coaches will also be posted monthly.
- 2.2 Responsibilities for Social Posting:
  - 2.2.1 All photos, results, and commentary should be sent to the Novos Messenger and/or [webtech@novoswimclub.com.au](mailto:webtech@novoswimclub.com.au) for collation.
  - 2.2.2 Posts will be made by the social media volunteer at the next available opportunity, and in accordance with the schedule above. When the schedule dictates daily or weekend posts, all efforts are made to ensure posts are posted within 24 hours of notification or approval. Some posts may be made instantly and others taking up to 48 hours to allow for collation and approval from the committee.
  - 2.2.3 Parents, coaches and swimmers are requested to share newsworthy information directly with the club, to ensure we can celebrate the achievements of all of our swimmers.
- 2.3 All social posting and the use of commentary and photos submitted by parents, coaches and swimmers, remains at the sole discretion of the Novocastrian Swim Club committee.
- 2.4 Any enquiries in relation to this social media posting policy, can be directed to [webtech@novoswimclub.com.au](mailto:webtech@novoswimclub.com.au)