



DUBBO CYCLE CLUB

Victoria Park, Darling St Dubbo
A.B.N. 801 492 731 94



Social Media Policy

This is a live document and changes as technology evolves. This document will be reviewed frequently and will be updated when applicable. This policy has been developed in recognition of the growing popularity of and participation in online social media. Dubbo Cycle Club is supportive of members participating in social media to keep in touch with their members, families & friends to share information and become involved in positive online discussions.

Cycling NSW recognises the importance in using Social media to keep in touch with friends, family and work colleagues; in fact Cycling NSW promotes itself via Twitter to provide the latest information on what is happening within our sport.

Cycling NSW encourages communication via these available resources; however wants to ensure members do not risk their reputation and or that of their colleagues (team/ club members), Cycling Australia, Cycling NSW, sponsors or any other valued associate of Cycling in Australia.

Often comments are posted in haste with little regard as to where they may end up or who may read them in the future. A good rule of thumb is to “think twice and post once”! Don’t put anything out in public that you ‘wouldn’t want your parents to read or see’ because once it is in cyberspace it’s there forever. You might delete it later but that doesn’t mean it hasn’t been cached (stored) in one of the thousands of search engines that operate on the internet or hasn’t been forwarded on or copied into someone else’s domain.

What might seem amusing and innocent to you now, might not be so in a couple of years’ time when you are about to sign a contract and photos of you on a night out and in a drunken state emerge in the media, or a comment you posted about someone comes back to haunt you further down the track. In today’s environment, what you post on social media sites has the potential to impact your future sporting and professional careers.

Many people get carried away with how many friends they have on Facebook, often many of whom they do not personally know or have met. Our advice to users is to set your Facebook to Private; keep your profiles secure so that fans and strangers will not be able to click into your profiles and invade your privacy.

Cycling Australia/NSW, like most sports is protective of its reputation in the public domain and as such will deem any comments or images that may denigrate the sport, fellow members, officials, and sponsors as bringing the sport into disrepute and will act accordingly. Members making disparaging comments about others may also risk facing civil actions for defamation which can result in exorbitant and unnecessary legal expense if called upon to defend your actions. We all know that it is important to remember that information can spread very quickly and widely through online media and can easily be subject to distortion and misrepresentation. So please be careful what you say and do. “If in doubt leave it out”



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Some pointers for members to remember:

Do not:

- Disclose personal or confidential information about yourself or others
- Disclose any confidential information including competitive information belonging to Cycling Australia, Cycling NSW, your team, NSWIS or another person unless authorized to do so
- Make any misleading or false statements
- Make available any intellectual property, including copyright material (for example, documents, music, film, photographs, artistic works etc) that you don't have permission to use
- Make any defamatory statement (that is likely to injure the reputation of another person)
- Make abusive, harassing, discriminatory or otherwise offensive statements
- Make any statement that might bring your team, the sport, sponsors, Cycling Australia, Cycling NSW, NSWIS into disrepute.

Cycling NSW will follow Cycling Australia's lead and shortly introduce a communications policy for all NSW teams in a bid to minimize stress factors and distractions that might adversely impact on athlete performance.

Part of that communications policy will be to not allow team members to make/receive phone calls; send text messages, emails or post social media updates (eg: Twitter/Facebook, blogs) in the athlete team area or field of play during official training or competition sessions.

Exceptions may apply to team staff using smart phones/devices for the purpose of carrying out their work and to athletes fulfilling post competition media obligations coordinated by team management.

All athletes have a right to not feel intimidated by others through the abuse of social media networking. Think carefully about what it is you are posting and what affect any statements you may make may have on others. If you have any questions, seek advice or need extra tips or training Cycling Australia/ Cycling NSW is here to help.

We must try to keep content positive and safe, but each person uses social media platforms at your own risk. Proper use of each platform should be acquired and adhered to from each platforms terms and conditions. Dubbo Cycle Club does not guarantee that any social media platform will always be safe and error free. Dubbo Cycle Club and its executive committee are released and free from claims for liability directly or indirectly related, known or unknown arising from any claim you make relating to liability, damages or loss even if advised.