

## Swim Ireland External Social Media Policy



### **Introduction**

Swim Ireland recognises the phenomenon that is social media. Developments in the area are moving rapidly and Swim Ireland is pleased to launch its own Facebook and Twitter pages. Our move to Facebook and Twitter allows us to better engage with our members and to seek to build a stronger connection, and a more personal 'human' connection with our membership. It is our intention that the Swim Ireland social media pages (Facebook and Twitter) are to be positive and safe resources for all to use. Please note that the purpose of these social media platforms is to share news and information and to allow the organisation to connect directly with its members – it is not a means for conducting everyday Swim Ireland business. If you wish to contact a Swim Ireland staff member, please visit our website [www.swimireland.ie](http://www.swimireland.ie) for contact details. The Swim Ireland office opening hours are Monday to Friday, 9.00am – 17.00pm. (Main line: 01-625 1120).

### **Facebook**

Facebook is a social networking service and website launched in February 2004, operated and privately owned by Facebook, Inc. As of January 2011, Facebook has more than 600 million active users. Facebook is a valuable social media platform, which allows individuals or organisations to connect easily and directly with friends (in the case of individuals) and with fans (in the case of organisations or companies). Swim Ireland's Facebook page is a 'fan' page which means that anyone with a Facebook login can visit Swim Ireland's 'page' or 'wall.' If you wish to comment on a post that Swim Ireland has made on the page, you must click 'like' to become registered and to have the access to leave a comment. Posting information on Facebook makes it easier to share news, photos and videos, and to hear what one's fans have to say.

### **Twitter**

Twitter is a website that is owned and operated by Twitter Inc. It offers a social networking and microblogging service, enabling its users to send and read messages called 'tweets'. Tweets are text-based posts composed of up to 140 characters displayed on the user's profile page. Tweets are publicly visible by default; however, senders can restrict message delivery to just their followers. Users may subscribe to other users' tweets – this is known as following, and subscribers are known as followers or tweeps (Twitter + peeps). All users can send and receive tweets via the Twitter website, compatible external applications (such as for smartphones), or by Short Message Service (SMS) available in certain countries. While the service is free, accessing it through SMS may incur phone service provider fees.

The Swim Ireland Twitter page will be used primarily at the beginning to provide information on Irish swimmers competing at International competitions and will be operated by the Communications Officer. It is intended to develop this further over time. Feedback, recommendations and ideas are welcome at any stage and should be directed to the Communications Officer at the contact details below.

### **Code of Conduct**

Please be respectful at all times, and understand that comments, images, videos and other material posted on our social media pages may be removed in the event that such material is inappropriate or offensive.

Swim Ireland's social media pages are operated in line with the Swim Ireland Safeguarding Children Policies & Procedures 2010, which can be found on [www.swimireland.ie](http://www.swimireland.ie).

**Please note: Swim Ireland will not tolerate any of the following on its social media pages and comments will be removed if found to be in breach:**

1. Defamatory material
2. Material infringing copyright or intellectual property rights
3. Material in breach of privacy or confidentiality obligation
4. Offensive, obscene or sexually violative material
5. Threatening, abusive or insulting statements likely to stir up hatred

If you experience an issue or problem while using either the Swim Ireland Facebook or Twitter pages, please contact the Communications Officer . Your feedback and ideas are welcomed.

### **Communications Officer**

Chantal Gibney

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