



# Social Media Policy

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Adopted December 2021



## **Introduction**

1. Social media has become one of the primary methods by which we not only interact with each other but how we project an image of ourselves to the outside world.
2. Out To Swim aims to provide a safe space and community to LGBTQ+ individuals and promote healthy participation in aquatic sport. We welcome anyone who wants to join in that spirit and to celebrate the diversity of our members' backgrounds, experiences and successes.
3. Social media can be used to further those aims, but it also has the potential to undermine them if posts lead to misunderstanding, conflict or hurt. Written words and photos lose their context and can seem precise, rigid and indifferent without that being the underlying intention of their author.
4. This policy seeks to give guidance for the use of Out To Swim's official social media accounts by members, officials and other authorised members alike to promote the positives that social media can bring.

## **Scope**

5. This policy applies to the following social media accounts and spaces:
  - a. Out To Swim
    - i. Facebook Group: [facebook.com/groups/OTSMembers](https://facebook.com/groups/OTSMembers)
    - ii. Facebook Page: [facebook.com/OutToSwim](https://facebook.com/OutToSwim)
    - iii. Instagram: [instagram.com/OutToSwim](https://instagram.com/OutToSwim)
    - iv. Twitter: [twitter.com/OutToSwim](https://twitter.com/OutToSwim)
    - v. WhatsApp Group: <https://chat.whatsapp.com/LqOUXE12ULL4jp7RBAU5mY>
    - vi. YouTube: [youtube.com/channel/UCToCWTblx8J2gOUfwoJBfdg](https://youtube.com/channel/UCToCWTblx8J2gOUfwoJBfdg)
  - b. Out To Swim Angels
    - i. Facebook Group: [facebook.com/groups/outtoswimangels](https://facebook.com/groups/outtoswimangels)
    - ii. Instagram: [instagram.com/outtoswimangels](https://instagram.com/outtoswimangels)
    - iii. Twitter: [twitter.com/outtoswimangels](https://twitter.com/outtoswimangels)
  - c. Out To Swim London Orca
    - i. Facebook Group: [facebook.com/groups/LondonOrca](https://facebook.com/groups/LondonOrca)
    - ii. Instagram: [instagram.com/london\\_orca](https://instagram.com/london_orca)
    - iii. Twitter: [twitter.com/LondonOrca](https://twitter.com/LondonOrca)
    - iv. WhatsApp Group: <https://chat.whatsapp.com/HvOVB9kGcoOLobMfuhLsOa>
  - d. Out To Swim London Swimming

- i. Facebook Page: [facebook.com/OutToSwimLondon](https://facebook.com/OutToSwimLondon)
- ii. Instagram: [instagram.com/OutToSwimLondon](https://instagram.com/OutToSwimLondon)
- iii. TikTok: [@OutToSwimLondon](https://tiktok.com/@OutToSwimLondon)
- iv. Twitter: [twitter.com/OutToSwimLondon](https://twitter.com/OutToSwimLondon)
- v. WhatsApp Group: <https://chat.whatsapp.com/IK1BcPzO4bgL4940cyuRlw>

e. Out To Swim South

- i. Facebook Group: [facebook.com/groups/OTSSouth](https://facebook.com/groups/OTSSouth)
- ii. Facebook Page: [facebook.com/SouthOutToSwim](https://facebook.com/SouthOutToSwim)
- iii. Instagram: [instagram.com/OutToSwimSouth](https://instagram.com/OutToSwimSouth)
- iv. Twitter: [twitter.com/OutToSwimSouth](https://twitter.com/OutToSwimSouth)
- v. WhatsApp Group:

f. Out To Swim West

- i. Facebook Group: [facebook.com/groups/OTSWest](https://facebook.com/groups/OTSWest)
- ii. Instagram: [instagram.com/OutToSwimWest](https://instagram.com/OutToSwimWest)
- iii. Twitter: [twitter.com/OutToSwimWest](https://twitter.com/OutToSwimWest)
- iv. WhatsApp Group:

g. General Groups:

- i. OTS Open Water: [facebook.com/groups/501522756531592/](https://facebook.com/groups/501522756531592/)
- ii. OTS Women: [facebook.com/groups/otswomen](https://facebook.com/groups/otswomen)
- iii. OTS Trans, Non-binary And Ally Swimmers: [facebook.com/groups/2170829109722956/](https://facebook.com/groups/2170829109722956/)

6. Any social media account or space not listed in this policy is not an official account of Out To Swim and is not endorsed by the trustees, Club Committee or Sub-Committees of Out To Swim. The club cannot and does not take responsibility for their content and members use them at their own discretion.
7. Although Out To Swim cannot regulate members' use of such unofficial accounts, all members are asked not to cause, perpetuate or aggravate interpersonal disputes amongst members. Such conduct could, however, lead to a dispute and be dealt with under the disciplinary process.
8. Those conflicts cannot be easily contained to just social media and will affect your conduct and relationships on pool side. If conflicts do spill into official Out To Swim spaces, they may result in a breach of the members' code of conduct and lead to an official dispute.
9. Members are therefore encouraged to bring the same empathy, compassion and respect to unofficial spaces as they do to official ones.

## **Guidance for Members**

10. When posting, commenting or otherwise interacting with other persons in an official Out To Swim social media space, members must:
  - a. act in line with the Swim England Code of Conduct and Out To Swim Bylaws
  - b. use appropriate language which is polite, respectful and considerate, and exercise empathy towards others.
  - c. avoid making derogatory, offensive or otherwise disparaging remarks about anyone.
  - d. avoid making postings relating to the disclosure of members' personal information or interfering with their right to privacy
  - e. understand that inappropriate engagement with another person on social media can amount to harassment, bullying and/or victimisation and that harm caused on social media can be as real as in-person verbal or physical acts.
  - f. understand that content posted on social media platforms are potentially publicly visible and that any issues involving inappropriate behaviour online may be addressed through a disciplinary action.
  - g. report content to a club official if you have any worries about something seen or experienced within an Out To Swim social media space.

## **Guidance for Officials and Other Authorised Members**

11. Sub-Committees are empowered to create social media accounts for their disciplines but must consult with the Club Communications Officer to ensure consistent identity across platforms.
12. All Accounts created for any part of Out To Swim must be registered to an Out To Swim email address where the service allows. Where an email address is not provided the Club Communications Officer should be informed of the account details.
13. The Club Communications Officer shall maintain a list of officials and other authorised members who have admin access rights to all the Out To Swim social media platforms set out at 5 above. Sub-Committees must inform the Club Communications Officer of all officials and other authorised members who have any level of admin access rights to social media accounts prior to their access being granted by said Sub-Committee.
14. In order to be on said list, Sub-Committees must provide a completed "Social Media Administrator" form to the Club Communications Officer confirming the officer/ other authorised member has read this policy and agree to abide by its terms. Failure to comply with its terms may lead to suspension or revocation of access of that officer/other authorised member. The Communications Officer shall thereafter seek approval from the Club Committee to include them at the next committee meeting. Only upon the Committee approving their addition will individuals be provided with access.
15. Individuals with access to the accounts must not disseminate any passwords or otherwise permit others who have not been approved by the club committee to use any of those Out To Swim social media accounts.
16. Officers and other authorised members should not use unofficial accounts when acting on

behalf of Out To Swim except when repeating information that has already been published via an official channel.

17. When using the accounts, officials and other authorised members must:

- a. comply with the provisions applicable to members set out at 10 above.
- b. post content that promotes the club as a healthy, safe and positive space and otherwise furthers the charitable objectives of Out To Swim as set out in the Constitution.
- c. ensure that they have the consent of each Out To Swim member and/or guest depicted in any photograph or video uploaded to the social media platform before doing so.
- d. ensure that the information provided is accurate.
- e. ensure that any event being promoted has the approval of the appropriate Committee.
- f. not permit material that contains personal criticism, offensive remarks and inaccurate and/or biased information to be published or continue to be published.

18. Officials and other authorised members must ensure that they do not permit Out To Swim social media accounts to be used for "campaigning" or "political activity" except where approved by the Trustees.

- a. Campaigning is defined as "awareness-raising" and to efforts to educate or involve the public by mobilising their support on a particular issue, or to influence or change public attitudes." It includes "activity which aims to ensure that existing laws are observed."
- b. Political activity is defined as any activity "which is aimed at securing, or opposing, any change in the law or in the policy or decisions of central government, local authorities or other public bodies, whether in this country or abroad."

19. If there is doubt in the mind of any official or other authorised member as to whether something amounts to campaigning or political activity, they must raise it with the Compliance Manager and the Chair and Secretary of the Club Committee for advice before any further action is taken.

20. In the event that any one of the Compliance Manager, Club Chair or Secretary take the view that it does amount to campaigning or political activity, or it may reasonably be construed as such, they shall refer it to the Chair of the Trustees. The Chair of the Trustees may take any further advice or action as they see necessary to ensure compliance with their obligations under Charity Law.

21. The Communications Officer at the Club Committee level shall have overall delegated authority to manage all Out To Swim social media accounts and ensure compliance with this policy. Sub-Committees must provide the Club Communications Officer with admin access to accounts upon request.

## **Corrections**

22. Out To Swim acknowledges that on public facing social media accounts there may from time to time be posts that include inappropriate content. These posts will be moderated and may be reported to the platform and taken down from the said account. In these instances, the perpetrator will be encouraged to post a public correction as a powerful way of reinforcing accountability and trust. Any correction should be clear about the apology, why this is necessary and where appropriate contain a correction of any inaccuracies.

## **Moderation**

23. Out To Swim will moderate comments on all official Out To Swim accounts as necessary to ensure they comply with participation guidelines set out in this policy.

24. If Out To Swim considers the behaviours or actions of an individual do not comply, Out To Swim will take action to moderate, restrict or ultimately block the user's contact with the Out To Swim communities on all platforms.

25. Out To Swim will not tolerate, and reserves the right to moderate individuals to the full extent that each respective social media platform allows, any comments or content that are:

- a. transphobic, homophobic, biphobic, femphobic, mascphobic, enbyphobic, genderphobic, dyadist, ageist, racist, xenophobic, sexist, cissexist, misogynistic, defamatory, discriminatory, indecent, hateful, inappropriate, aggressive, abusive, sexually explicit, religiously intolerant, inciteful of violence or hate speech, unintelligible/irrelevant posts, infringes copyright laws or encourages or suggests illegal activity or is spam
- b. impersonate or falsely claim to represent a person or organisation
- c. contain personally identifying information of themselves or others, such as phone numbers, places of work or residence or other

26. Out To Swim reserves the right to delete or report comments, postings or statements or block users or contributors that contravene our Bye-Laws or in any way bring Out To Swim into disrepute, without notifying the contributor.

## **Disclaimer**

27. It is in the nature of social media platforms that Out To Swim has only very limited control over them and the material contained thereon. Out To Swim, its officers and members, or any of their representatives make no (and expressly disclaim) representations or warranties of any kind, express or implied, with respect to any use of or inability to use the information, content, or materials included on them. The adoption of this policy does not do so, expressly or impliedly, and operates only as a guide to its members.

28. Out To Swim does not assume a duty of care in relation to the use of or inability to use the information, content, or materials included on them and expressly disavows any intention to do so. Any person or persons accessing such platforms does so accepting the risks in doing so and understands the limited ability of Out To Swim to act to, react to and foresee potential misuse.

29. Under no circumstances will Out To Swim, its officers and members, or any of their other representatives be liable for any consequence relating directly or indirectly to any action or inaction you take based on the information, content, or other material on them.
30. Nor will Out to Swim be liable for damages arising out of or in connection with the use of them or of the information, content, events, links, embedded code, materials or products included thereon.

Amended by the Committee 14 December 2021



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   /outtoswim

AQUATICS  
FOR  
ALL