



Point Leo SLSC - Social Media Policy

Reference: SURF LIFE SAVING AUSTRALIA POLICY STATEMENT: USE OF SOCIAL MEDIA POLICY NUMBER 6.20 OCT 2009

Definitions

Club member – a current financial member of the club

Club representative – a current financial member of the club who is authorised to publically represent the club in an official capacity (i.e. executive/committee members, members responsible for club social media channels, etc.)

Electronic communications – any transfer of text, media, data, or information online that may be associated, linked, or affect the club, its partners, Life Saving Victoria, or Surf Life Saving Australia.

Social media – specific online mediums or platforms that can be used to facilitate electronic communications.

Purpose

Social media (eg Facebook, Instagram) offers the opportunity for people and organisations to communicate online by creating, sharing or consuming content (via posts) that has the potential to circulate on a local, national, or global scale. As a member-based organisation, Surf Life Saving Australia (SLSA) recognises the benefits of social media as an important tool of engagement and enrichment for its members and the community.

SLSA, its state centres, branches and clubs have long histories and are highly respected organisations. It is important that Surf Life Saving and Point Leo SLSC's reputations are not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their association with Surf Life Saving (SLS) and or Point Leo SLSC, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with SLSA's stated values and policies.



Within Point Leo SLSC social media will be used to externally promote surf lifesaving and our club thereby increasing community engagement and membership interest particularly amongst the younger demographic. Internal communication within the club is via other methods.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by Point Leo SLSC members where the member makes no reference to SLSC, Point Leo SLSC or related issues.

Scope

This policy covers all forms of social media and applies to all Point Leo Lifesaving Club members. It does not apply to personal use of social media websites when the member:

- Is not identifiable as a member of the Point Leo Lifesaving Club
- Makes no reference to the Point Leo Lifesaving Club or issues relating to Point Leo SLSC
- Is not using the Point Leo Lifesaving Club equipment to access the social media website.

The intent for this policy is to include:

“Anything you do online where you share information that might impact upon your fellow members, Point Leo SLSC or the reputation of Surf Life Saving”

Guiding Principles

1. When any individual identifies their association with the Point Leo Lifesaving Club they are expected to behave appropriately, in ways that are consistent with the Club’s values and Code of Conduct
2. The web is not anonymous. Users of social media websites should assume that any comments made by them will be able to be traced back to them as individuals or to the organisation in general.
3. Due to the unique nature of Life Saving Victoria, the boundaries between work, volunteer time and social life within the organisation can become blurred. When using social websites, members need to make a clear distinction between their activities as a member and their personal activities undertaken outside of Life Saving Victoria.



4. Honesty is always the best policy. Think of the web as a permanent record of activities and act with integrity at all times.
5. Point Leo SLSC's social media platforms are to be used solely for the promotion of club events to the public, surf sports/membership opportunities, individual and club achievements, and similar purposes where the intent is to promote Point Leo SLSC and its goings on.

Usage as a club member

All members when interacting using social media should follow the above guiding principles. Examples of inappropriate usage out of step with the guiding principles includes, but is not limited to:

- Posts containing or linking to libellous, defamatory or harassing content, even by way of example, illustration or nicknames
- Posts containing or linking to pornographic or indecent content
- Posts that are confidential to Point Leo SLSC, our affiliates, partners or sponsors
- Posts that may bring the club into disrepute

Members may not use the Point Leo SLSC brand to endorse or promote any product, opinion, cause. Members must be clear when posting on social media that all opinion belongs to that member, and does not represent the views of Point Leo SLSC.

Usage as a club representative

Authorised club representatives communicating through social media on behalf of the club are expected to abide by the same policies in place for all club members.

Furthermore, it is expected that authorised club representatives:

- Ensure the appropriate committee approval has been obtained before implementing a new communication channel/medium for official club usage
- Represent Point Leo SLC, LSV, and SLSA's brand identities in an appropriate way, that is aligned with the brand values
- Do not express any personal opinions/views or promote personal projects



- Only allow current financial members access to internal communications channels
- Do not replicate content that is only relevant for member communication channels on the club's public communication channels (e.g. posting nippers session changes on external communication channels). Information relevant to both members and the general public - eg Muso Night - can be suitably replicated on public communication channels)
- Obtain the appropriate permissions and consent before publishing any third-party images or any brand trademarks
- Market the club and its offerings on public communication channels by sharing 'experiences' and 'moments' at the club rather than 'selling a product'
- Interact on social media in a professional manner that parallels the club's values and Code of Conduct

When publishing imagery or media of a person whose face is clearly identifiable (including minors) the policy of Lifesaving Victoria should be followed at all times being:

- A member is visibly identifiable in the photo or media, consent is covered by annual SLSA member registration, unless that member has requested in writing that their/their child's image not be used
- A non-member is visibly identifiable in the photo or media, specific consent must be gained before publishing the photo or media

Consideration towards other members when using Social Networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. It may not be appropriate to share club related information in this way.

Members should be considerate to other club members in such circumstance and should not post information when they have been asked not to. They should also remove information about a member if that member asks them to do so.

Under no circumstance should offensive comments be made about fellow Point Leo SLSC members online. This amounts to cyber-bullying and will be deemed a disciplinary offence.



Friends and Connections

Members should use their own best judgment in deciding whether and on what level to connect with other members on social networks.

Social media platforms will only be accessible by club nominated administrators for posting content. These administrators are responsible for maintaining the platforms, providing regular content/posts and monitoring for any issues with posts and feedback.

Breach of Policy

A breach of this policy may result in disciplinary action from Point Leo SLSC. Such actions could include, but is not limited to, suspension or even termination of membership.

Consultation or Advice

If you are unsure as to your rights, liabilities or actions online and you would like some clarification, please discuss with our Member Protection Officer.

Passed By Committee
October 2017