

	Communications and Social Media Policy	
	Version:3.0	Approved By: Committee
		Update Date: /05/2018

1.0 Purpose

Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member based organisation, Albany Surf Life Saving Club recognises the benefits of social media as an important tool of engagement and enrichment for its members.

ASLSC has a long history and is a highly respected organisation. It is important that reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the club.

ASLSC has recognised the need to provide it's club members with appropriate guidelines governing the use of social media. This policy aims to provide guidance in regards to all forms of social media, both personal and club use. In circumstances where guidance has not been given, we ask that you use common sense or sought out advice from those who have approved this policy.

This policy should be read in conjunction with SLSA Policy 6.20 – Use of Social Media and SLSA Policy 6.21 – Photography Policy.

2.0 DEFINITION

For the purpose of this Policy, social media is defined as “any conversation or activity that occurs online, where people can share information or data that might impact on the Albany Surf Life Saving Club (ASLSC) or the people who are members of our organisation”, which include sites like Facebook, Twitter, MySpace, Bebo, LinkedIn, Shutterfly, Foursquare, Tumblr and Pinterest. Video and photo sharing sites like Instagram, Flickr and YouTube. Online forums and discussion blogs, including comments on online news articles.

This Social Media Policy applies to all people who work, volunteer or represent the Albany Surf Life Saving Club.

Personal use is when an employee, volunteer or supporter is using social media as themselves, not officially representing ASLSC but identifying themselves as affiliated with ASLSC in their online biographies, profiles and posts or through other digital platforms.

3.0 Guiding Principles

This Policy covers all forms of social media. Social media includes, but is not limited to, such activities as:

- Maintaining a profile page on social, Club or business networking sites
- Content sharing including photo and video sharing
- Commenting on blogs for personal or business reasons
- Leaving product or service reviews on retailer sites or customer review sites
- Taking part in online votes and polls
- Taking part in conversations on public and private web forums (message boards) or
- Editing a Wikipedia page

The web is not anonymous. Club members should assume that all information they distribute online can be traced back to them. Members are accountable for their actions and information that is communicated via personal social media accounts.

Due to the unique nature of Albany within the Surf Life Saving family, the boundaries between work, volunteer time and social life within lifesaving can often be blurred. It is therefore essential that members make a clear distinction between their professional capacity and as a Albany SLSC club member.

When using the Internet for professional or personal pursuits, all members must respect ASLSC and follow the guidelines in place to ensure ASLSC's intellectual property or its relationships with sponsors and stakeholders is not compromised, or the club is brought into disrepute.

4.0 Branding and Intellectual Property (IP)

It is important that any trademarks belonging to ASLSC, SLSWA or SLSA are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else.”).

Trademarks include:

- SLSA, SLSWA, ASLSC and Club logos;
- Any associated slogans
- Images depicting surf lifesaving volunteers, staff and/or equipment, except with the permission of those individuals;
- Other SLSA imagery including the red and yellow flags, SLSA red and yellow caps or the official SLSA red and yellow patrol uniforms.

Members must not use any of Albany SLSC's intellectual property or imagery on personal web pages or social media sites without appropriate referencing. ASLSC's intellectual property includes but is not limited to:

- Logos and the Club cap pattern; and
- Imagery which have been posted on ASLSC's official social media sites.

5.0 Usage

When an employee or volunteer is posting from a social media account that is labelled as an official ASLSC account (not an individual persons account), posts from these accounts must comply with SLSA, SLSWA and SLSA ethics and guiding principles stipulated and must do no harm.

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. ASLSC members and staff must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private SLS event will not appear publicly on the Internet. In certain situations ASLSC members or staff could potentially breach the privacy act or inadvertently make ASLSC liable for breach of copyright.

ASLSC members or staff should be considerate to others in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so

Inappropriate use of social media is includes (but not limited to);

- The use if discriminatory, defamatory, abusive or otherwise objectionable language, sexually explicit material, violent images, information on the use and construction of weapons, explosives and other tools of violence or terrorism, hate speeches and overt racism; material extolling the inherent or moral superiority or inferiority of a particular race, ethnic group, or sexual orientation, racial or religious bigotry;
- Must not include a members personal details and information which may compromise the privacy of a person;
- Must not post or exchange information which has the potential to embarrass or bring the ASLSC or its stakeholders into disrepute;
- Must not contain misleading or untrue; Confidential, competitively or commercially sensitive information.
- Criticising or denigrating ASLSC or other organisations and our/their employees, volunteers, supporters or sponsors.
- Paid endorsement of any kind, including in kind services or gifts outside of any sponsorship agreement with ASLSC, SLSWA or SLSA
- Must not endorse or promote any product, opinion or political candidate
- Activity that brings ASLSC's professionalism or ability to act in a professional manner into disrepute;

It is the duty of everyone who is affiliated with ASLSC to alert the President or Committee to any inappropriate content they may come across.

ASLSC reserves the right to delete any material which is deemed to be in contravention of this Policy.

5.1 Official Social Media Sites

When creating social media for club member use, you must ensure that the ASLSC Executive Committee has given you their written consent to create the social media site.

Any views expressed within an official ASLSC web page or social media site are solely those of the individual and do not represent Albany in an official capacity;

- Images of minor children may not be replicated on any site without the written permission of the child's parent and/or guardian and in accordance with SLSA Photography Policy.
- When web page or forum settings are set to private, all information shared within the channel are deemed sensitive. Common sense is sought after in regards to if and what information you choose to share;
- At least one member of ASLSC Executive Committee must be given administrator privileges to their fullest extent.

5.2 Authorised Representatives

All social media and website administrators and contributors speaking on behalf of Albany SLSC must be authorised by the Executive Committee.

The following principles are specifically applicable to those who been authorised to speak on the ASLSC behalf through the use of ASLSC official social media accounts.

- Authorised Representatives must be financial members of the Club
- Club related information must be released through ASLSC official social media accounts before you can publish such information through your individual accounts;
- Social media should not be used for the promotion or advertisement of businesses that are not considered an ASLSC partner or sponsor. This includes but is not limited to club members personal businesses or branding;
- Communications must not endorse or promote any product, opinion or political candidate; and
- Communications must be in line with ASLSC corporate image and policies.

5.2 Non Compliance

ASLSC will continue to monitor the use of its social media to ensure compliance with this policy;

Club members who fail to comply with this policy may be the subjects of disciplinary action including termination of membership as well as prompt action to remove the offending material where possible;

Breaches of this policy by club members will be dealt with in accordance to ASLSC Code of Conduct and constitution; and

ASLSC will not be held liable for the acts and omissions of club members in breach of this policy.

6.0 Complaints through Social Media

Complaints or negative comments regarding SLSA, SLSWA and ASLSC should not be made through social media channels. Both official and personal users of social media are discouraged from arguing or refuting complaints or negative feedback through social media channels. This behaviour can antagonise or fuel further attacks on ASLSC's services, brand and/or reputation.

In the event of a complaint or negative comment about SLSA, SLSWA or ASLSC it is important to inform the relevant body of the negative feedback and the relevant body will address the comment as soon as possible.

Deleting posts

Social media is fluid, two-way, busy and often self-regulating. Social media can be used to disseminate information but should be considered a form of two-way communication and a vehicle for information distribution.

Organisations that heavily control content on their social media pages, blogs and accounts, mostly through the deletion of questionable or disapproving content, significantly reduce the impact and usefulness of social media as a channel for information distribution. ASLSC reserves the right to remove anything that is considered inappropriate

ASLSC reserves the right to delete posts that are complaints, negative, slanderous or where content is deemed to be inappropriate. Where possible, ASLSC will contact the user whose post has been removed, providing them with an explanation why it has been removed and the necessary action(s) for it to be reposted.

7.0 Document History and Version Control

Version	Date Approved	Approved By	Brief Description
3	21/6/2018		Initial Draft
			Final Approved Policy