



Anglesea SLSC Policy

Reference: 028

Reviewed: 09/2017

TITLE: Social Media Policy

PURPOSE

This policy sets out Anglesea Surf Life Saving Club's (ASLSC) expectations on the use of social media websites for employees and members.

OBJECTIVES

- To ensure that all ASLSC employees and members understand the guiding principles and terms of use of social media websites; and
- To encourage the development of an understanding of both the benefits and constraints in using social media.

BACKGROUND

The Internet provides many opportunities to communicate with other employees, individuals, other members of ASLSC, businesses and the community. Social media websites provide the opportunity for members and employees of ASLSC to promote the work they do and the values and aspirations of the organisation. Use of these websites can also be abused and potentially damage the reputation of ASLSC and in extreme cases result in legal proceedings.

The Internet is a fast moving technology and it is impossible to cover all circumstances. This policy aims to provide guiding principles to help in decision making as well as providing specific detail on behaviour that must not be undertaken.

SCOPE

1.1 This policy covers all forms of social media and applies to all ASLSC members and employees. It does not apply to personal use of social media websites when the member or employee:

- Is not identifiable as a staff or member of ASLSC; or
- Makes no reference to ASLSC or issues relating to ASLSC; or
- Is not using ASLSC equipment to access the social media website.

DEFINITIONS

1.1 ASLSC members and employees include volunteers and any individual passing themselves off as being a representative of ASLSC.

1.2 'Social media' is the collective of online communications channels which may be structured around or in conjunction with community-based input. These channels will generally allow users to participate in an online



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community which may or may not reflect an offline community through online collaboration, content sharing/viewing, and chat functions.

1.3 Social media channels can include but are not limited to:

- Social networking sites like Facebook, MySpace and Google +;
- Video and photo sharing sites such as YouTube, Flickr, Pinterest, Snapchat, Instagram and Vimeo
- Blogs, including personal and corporate blogs such as Tumblr and Wordpress accounts
- Comments left on blogs hosted by media outlets e.g. smh.com.au
- Micro-blogging sites such as Twitter and Tumblr
- Wiki's and online collaborations
- Forums, discussion boards and groups such as Whirlpool
- Online multiplayer gaming platforms such as World of Warcraft
- Instant messaging including sms and imessage
- Online dating sites such as Tinder and RSVP
- Podcast and vodcast sites
- Geo-spacial tagging such as Foursquare.

1.4 Use of social media websites is any online activity where information is shared by an individual that might affect colleagues, clients or ASLSC as an organisation. It includes but is not limited to activities such as:

- maintaining a profile page on one of the social or business networking sites (like LinkedIn, Facebook, Twitter or MySpace);
- commenting on blog sites 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 such as message boards; or
- Editing a Wikipedia page.

GUIDING PRINCIPLES

- 1.1 When any individual identifies their association with ASLSC they are expected to behave appropriately, in ways that are consistent with ASLSC's values and policies.
- 1.2 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.
- 1.3 Due to the unique nature of ASLSC, the boundaries between work, volunteer time and social life within the organisation can become blurred. When using social websites, staff need to make a clear distinction between



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their activities as a staff member and their personal activities undertaken outside of ASLSC.

1.4 Honesty is always the best policy. Think of the web as a permanent record of activities and act with integrity at all times.

USAGE

1.1 All current professional and member responsibilities of ASLSC staff and members remain in force when using social media websites. Online activity:

- must not interfere with work or ASLSC commitments;
- must not contain or link to libellous, defamatory or harassing content, including by way of examples, illustration or use of nicknames;
- must not contain or link to pornographic or indecent content;
- must not comment on or publish information that is confidential or proprietary to ASLSC, or its affiliates, partners or sponsors; and
- Must not bring the organisation into disrepute.

1.2 Members and staff may not use the ASLSC brand to endorse or promote any product, opinion, cause or political candidate. It must be abundantly clear to any other user that any opinions expressed by a member or staff are personal opinions only and do not represent the views of ASLSC.

1.3 Where agreed by the Board, ASLSC will use social media to promote and endorse official sponsors and organisations they believe are strategically important to the club. The use of social media in this context will be as agreed in the recipient's sponsorship contract or approved stakeholder plan.

OFFICIAL ASLSC BLOGS, SOCIAL PAGES AND ONLINE FORUMS

1.1 When using official ASLSC blogs, social pages and online forums, please remember the following:

- Posts must not contain or link to pornographic or indecent content;
- ASLSC has the right to remove any content;
- Members and staff must not use ASLSC online pages to promote personal projects or opinions; and
- All materials published or used must respect the copyright of third parties.



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CONSIDERATION TOWARDS OTHER MEMBERS AND STAFF WHEN USING SOCIAL NETWORKING SITES

- 1.1 Social media websites allow photographs, videos and comments to be shared with other users. It may not be appropriate to share work-related information in this way. For example, there may be an expectation that photographs taken at a private ASLSC event will not appear publicly on social media websites, both from those present and perhaps those not at the event. Publication of such photos could inadvertently make ASLSC liable for breach of media or sponsorship copyright.
- 1.2 Members and staff must be considerate to their colleagues in such circumstance and must not post information when they have been asked not to. They must also remove information about a colleague if that colleague asks them to do so.
- 1.3 Under no circumstance should offensive comments be made about ASLSC colleagues online. This is indicative of bullying behaviour and is deemed to be a disciplinary matter.

FRIENDS AND CONNECTIONS

Members and staff are encouraged to use their best judgment in deciding if or at what level they want to connect with clients, peers, colleagues, supervisors, vendors, journalists and members on social media websites. ASLSC will support member and staff decisions to keep online relationships strictly professional.

BREACH OF POLICY

A breach of this policy will result in disciplinary action. This may involve a verbal or written warning and in serious cases, termination of your membership or employment or engagement with ASLSC.

CONSULTATION OR ADVICE

Any members or staff that are unsure of their rights, liabilities or permissible actions online and would like clarification should discuss the issues with their relevant section head or Social Media Manager.