



Social Media Policy

Cronulla Surf Life Saving Club

September 2026

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1. Purpose

This policy provides clear guidance for safe, respectful and responsible use of social media by all Cronulla Surf Life Saving Club (CSLSC) stakeholders. It ensures online behaviour reflects Surf Life Saving values, protects members and the public, and maintains the club's reputation. The policy supports positive communication, prevents misuse, and aligns the club with Surf Life Saving Australia's (SLSA) national standards.

2. Scope

This policy applies to all individuals connected with CSLSC, including members, the Board and committee members, patrol members, nipper parents, coaches, officials, employees, contractors and visitors using club facilities. It covers all social media activity where a person can be identified as associated with the club, whether posting in an official or personal capacity.

3. Policy statement and principles

CSLSC expects all social media use to be respectful, lawful, accurate and consistent with Surf Life Saving values. Users must not post defamatory, discriminatory, abusive, obscene, misleading or harmful content. Confidential information, minors' images and club intellectual property must only be shared with proper consent. Online behaviour must not bring the club, SLSA or any member into disrepute.

The core principles of this policy include:

- Respectful conduct - no bullying, harassment, discrimination, abuse or offensive content.
- Accuracy and honesty - do not post misleading, false or confidential information.
- Child safety - images of minors require consent and must follow SLSA child-safe guidelines.
- Club reputation - avoid posts that may damage the club, SLSA or any member.
- Privacy - protect personal, operational and incident-related information.

What You Can Post

- Positive stories about patrols, training, surf sports and community events
- General beach safety messages
- Approved photos from club photographers or with consent
- Club announcements shared from Official Cronulla SLSC Social Media Channels
- Celebrations of member achievements (with permission)

What You Must Not Post

- Incident details, rescues, first aid cases or operational information
- Photos of injured persons, distressed swimmers or emergency responses
- Images of nippers or minors without parent/guardian consent
- Negative comments about members, volunteers, officials or competitors
- Confidential club information (disciplinary matters, finances, disputes)
- Anything defamatory, discriminatory, abusive or misleading

Governance

Social media channels and administrators will be regularly reviewed to establish a list and determine what is required vs not required. Administrators will sign a club letter confirming that have read this

document and understand their responsibilities as a social media administrator. The BIO of the channel should include wording such as “CSLSC Officialchannel”

Compliance

All CSLSC members, employees, the Board, officeholders, committee members, contractors and members of the public using our facilities must:

- comply with all CSLSC and SLSA policies, procedures, rules and regulations at all times
- comply with all Federal, State and local laws and regulations
- comply with all reasonable, lawful instructions and decisions related to their work
- maintain a high degree of ethics, integrity, honesty and professionalism

The Club adopts Surf Life Saving Australia (SLSA) policies and as such the SLSA Social Media Policy is adopted in its entirety by CSLSC, being [SLSA 6.20 Social Media Policy](#)

Breaches of this policy may result in disciplinary action under club rules, SLSA processes or employment/contractual obligations. Suspected breaches should be reported promptly through appropriate club or SLSA complaint channels.

The policy remains in effect until such time as it is reviewed or retired. This policy remains in effect beyond the next review date if it has not been reviewed.

4. Roles and responsibilities of each stakeholder

The roles and responsibilities of each stakeholder are:

- All Members - use social media respectfully, uphold club values, protect confidentiality, and avoid harmful or inappropriate content.
- The Board - approve policy, distribute approved policy, oversee compliance, manage official accounts, and respond to serious breaches.
- Directors – ensure portfolio reports understand the policy and monitor implementation within own portfolio.
- Committee Members and Officeholders - model appropriate behaviour, support enforcement, and ensure team communications follow policy.
- Patrol Members - avoid posting operational, incident or confidential information; maintain professional conduct online.
- Nipper Parents - protect children’s privacy, avoid posting images without consent, and model respectful behaviour.
- Coaches & Officials - maintain professional boundaries, avoid criticism of athletes or volunteers, and use official channels appropriately.
- Employees & Contractors - follow policy in all work-related online activity and protect club reputation.
- Members of the Public Using Club Facilities - respect privacy, avoid inappropriate content, and comply with club directions regarding photography and posting.

5. Review details

The policy owner will review this policy by the next review date shown above, or earlier if there is a relevant legislative, government policy, operational or organisational change. This policy remains in force until it is amended, replaced or withdrawn.

6. Authority

Authority

Approved by the Board on (date of effect)	21/09/2026
Due for review on	21/09/2027
Responsible Officeholder for policy	Director Administration
Related legislation/SLSA or SLSNSW or CSLSC policy	SLSA 6.20 Social Media Policy
Policy Number	
Signed by Acting Director of Administration (on behalf of Board)	 Annette Tasker (Sep 24, 2026 11:39:17 GMT+10)

7. Version control

Version Control

Version	Details	Date
1.0	Initial draft	September 2026
2.0	Review, update terms and definitions specific to CSLSC	14/09/2026

CSLSC Social Media Policy v2

Final Audit Report

2026-09-24

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