



Communications and Social Media Policy

Version: 1.0

Approved By: Management Committee

Committee: ICT

Date: 18/04/2016

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, Cronulla Surf Life Saving Club recognises the benefits of social media as an important tool of engagement and enrichment for its members.

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

Cronulla SLSC has recognised the need to provide its 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 Scope

This policy is applicable to all Cronulla SLSC staff and club members or any individual representing themselves or passing themselves off as being a member of Cronulla SLSC.

This policy does not apply to any club members using social media platforms for personal use where he or she makes no reference to Cronulla SLSC or its club members.

Cronulla's Social Media Policy includes, but is not limited to:

- Social networking sites, e.g. Facebook, Bebo, Friendster and LinkedIn;
- Video and photo sharing websites, e.g. YouTube, Flickr and Instagram;
- Micro-blogging and activity stream sites, e.g. Twitter;
- Blogs and blogging platforms, e.g. Tumblr, Wordpress and Blogger;
- Public and private online forums and discussion boards; and
- Online encyclopedias, e.g. Wikipedia.
- Mobile Phone Apps, eg Team App
- Websites including the Clubs official websites
- Newsletters such as "The Capers"

3.0 Guiding Principles

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

Due to the unique nature of Cronulla within the Surf Life Saving family, the boundaries between your work, volunteer time and social life within lifesaving can often be blurred. It is therefore essential that you make a clear distinction between what you do in a professional capacity and

what you do, think or say in your capacity as a Cronulla SLSC club member.

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

4.0 Usage

For Cronulla SLSC members and staff, such use;

- Must not include or link to 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 Cronulla SLSC or its stakeholders into disrepute;
- Must not contain misleading or untrue; Confidential, competitively or commercially sensitive information.
- Must not endorse or promote any product, opinion or political candidate; and
- It must be abundantly clear that any and all opinions shared are those of the individual and do not represent or reflect the views of Cronulla SLSC.

5.0 Branding and Intellectual Property

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

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

6.0 Official Social Media Sites

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

- Any views expressed within an official Cronulla web page or social media site are solely those of the individual and do not represent Cronulla 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;
- Cronulla web page or social media administrators must meet specific requirements which are outlined in Section 7.0 Authorised Representatives
- At least one member of Cronulla's ICT Committee must be given administrator privileges to their fullest extent.

7.0 Authorised Representatives

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

The following principles are specifically applicable to those who been authorised to speak on

Cronulla's behalf through the use of Cronulla's official social media accounts.

- Authorised Representatives must be financial members of the Club
- Club related information must be released through Cronulla's 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 a Cronulla SLSC 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 Cronulla's corporate image and policies.

8.0 Non Compliance

- Cronulla 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 Cronulla's Code of Conduct and constitution; and
- Cronulla will not be held liable for the acts and omissions of club members in breach of this policy.

9.0 Document History and Version Control

Version	Date Approved	Approved By	Brief Description
0.9			Initial Draft
1.0	18/4/2016	Management Committee	Final Approved Policy

DECLARATION

You are required to sign this declaration and return it to management as soon as possible.

I, the undersigned, have received a copy of the Communications and Social Media Policy and I understand that this document supersedes all previously dated club policies in regards to social media.

I, the undersigned, have carefully read and I understand all of the information and obligations set out herein and agree to abide by all of these requirements.

I, the undersigned, understand that The Club may, from time to time change policies or regulations concerning social media. In turn, reasonable notification will be provided by the Club of such changes.

Club Member's Name: _____
(First Name) (Surname)

Club Member's Signature: _____

Date: _____ / _____ / _____