



Point Leo SLSC Policy – Use of Social Media

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

1.0 Purpose

Social media (see 2.0 below for definition) offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. 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.

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.

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 SLSA, Point Leo SLSC or related issues.

2.0 Scope

This policy covers all forms of social media. Social media includes such activities as:

- maintaining a profile page on one of the social or business networking sites (like LinkedIn, Facebook, Twitter or MySpace);
- commenting on other people's 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 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 Life Saving Victoria as an organisation”

3.0 Guiding Principles

3.1 The web is not anonymous. Assume that everything you write can be traced back to the organisation, if not you personally.

4.0 Usage

4.1 Whatever you do online:

- must not contain or link to libellous, defamatory or harassing content, even by way of example, illustration or nicknames;
- must not comment on or publish information that is confidential to Point Leo SLSC, our affiliates, partners or sponsors; and
- must not bring the club into disrepute.

4.2 Furthermore: you may not use the Point Leo SLSC brand to endorse or promote any product, opinion, cause; and it must be clear to readers that all opinion is yours, and does not represent the views of Point Leo SLSC.

5.0 Official Point Leo SLSC blogs, social pages and online forums

When creating a new website, social networking page or forum for club member use, care should be taken to ensure the appropriate committee approval has been obtained. Similarly, appropriate permissions must be obtained for the use of logos or images. Images of minor children may not be replicated on any site without the written permission of the child’s parent and/or guardian.

When using official Point Leo SLSC blogs, social pages and online forums, please remember the following:

- Posts must not contain or link to pornographic or indecent content;
- Some hosted sites may sell the right to advertise on their sites through ‘pop up’ content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the ‘pop up’ content cannot be controlled;
- The club has the right to remove any content;
- Members must not use Point Leo SLSC online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

6.0 Consideration towards other members when using Social Networking sites

6.1 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.

For example, there may be an expectation that photographs taken at a private LSV event will not appear publicly on the Internet, both from those present and perhaps those not at the event. You could also inadvertently make Point Leo SLSC liable for breach of media or sponsorship copyright.

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.

6.2 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.

7.0 Friends & Connections

Use your own best judgment in deciding whether and on what level you want to connect to other members on social networks. Only current financial Point Leo SLSC members will be accepted as 'friends' to official Point Leo SLSC social pages.

8.0 Breach of Policy

A breach of this policy may result in disciplinary action from Point Leo SLSC.

9.0 Consultation or Advice

If you are unsure as to your rights, liabilities or actions online and you would like some clarification, please discuss with Cath McCraith.