



TORQUAY SURF LIFE SAVING CLUB INC.

ABN 95 834 027 136 A0002714R

All Correspondance to PO Box 193 Torquay 3228

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Policy Title: Social Media Policy		
Reference: SLSA Policy 6.20 Social Media, LSV-006 Social Media	Issue Date: August 2018	Version: 1

1. Purpose

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

2. Objectives

- To ensure that all TSLSC 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.

3. Background

The Internet provides many opportunities to communicate with other employees, individuals, other members of TSLSC, businesses and the community. Social media websites provide the opportunity for members and employees of TSLSC 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 TSLSC 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 behavior that must not be undertaken.

4. Scope

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

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



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5. Definitions

- **'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 community which may or may not reflect an offline community through online collaboration, content sharing/viewing, and chat functions.
- TSLSC members and employees include volunteers and any individual passing themselves off as being a representative of TSLSC.
- 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.

6. Guiding Principles

- When any individual identifies their association with TSLSC they are expected to behave appropriately, in ways that are consistent with TSLSC's values and policies.
- 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.
- Due to the unique nature of TSLSC, the boundaries between work, volunteer time and social life within the organisation can become blurred. When using social websites, employees and members need to make a clear distinction between their activities as an employee or member and their personal activities undertaken outside of TSLSC
- Honesty is always the best policy. Think of the web as a permanent record of activities and act with integrity at all times.



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7. Usage

- All current professional responsibilities of TSLSC employees and members remain in force when using social media websites.
 - Online activity:
 - must not interfere with work or TSLSC 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 TSLSC, or its affiliates, partners or sponsors; and
 - Must not bring the organisation into disrepute.
 - Members and employees may not use the TSLSC 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 an employee or member are personal opinions only and do not represent the views of TSLSC.
- TSLSC Committee may mention sponsorship partners and associated business in communications in alignment with their sponsorship agreement documentation.
- A Social Media User should:
 - Not criticise colleagues, sponsors, athletes, other organisations and their employees, volunteers or supporters, TSLSC, SLSA, LSV or other Clubs;
 - Not do anything that breaches their terms of employment;
 - Not harass, bully or intimidate or display any other form of inappropriate behaviour;
 - Acknowledge and correct mistakes promptly;
 - Respond to others' opinions respectfully and professionally;
 - Not defame any other person or entity;
 - Disclose conflicts of interest where able;
 - Link to online references and original source materials directly;
 - Only disclose and discuss approved and publicly available information and content (including videos, audio and images);
 - Subject to TSLSC policies and otherwise the consent of TSLSC not use any TSLSC intellectual property or imagery;
 - Ensure that all information is accurate, not misleading and complies with all relevant laws, policies and terms of use;
 - Ensure that comments, posts, and responses from official TSLSC accounts are true and accurate;
 - Adhere to terms and use of the relevant social media platform/website, as well as TSLSC policies;
 - Not post content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, pornographic, sexist, that infringes on copyright,



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constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;

- Not post content that might otherwise cause damage to the reputation of TSLSC or bring it into disrepute;
- Not conduct a private business through TSLSC's social media presence;
- Not directly express a political affiliation on an official account;
- Not upload information of a confidential nature, especially in regards to TSLSC's services or Members
- Not utilise paid endorsement of any kind, including in kind services or gifts unless such use is covered by an authorised agreement or arrangement; or
- Comply with all relevant laws including but not only privacy and defamation laws and laws relating to use and publication of intellectual property.

8. Official TSLSC blogs, social pages and online forums

- When using official TSLSC blogs, social pages and online forums, please remember the following:
- Posts must not contain or link to pornographic or indecent content;
 - TSLSC has the right to remove any content;
- Members and employees must not use TSLSC online pages to promote personal projects or opinions; and
 - All materials published or used must respect the copyright of third parties.

9. Consideration towards other members and TSLSC employees when using Social Networking sites

- 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 TSLSC 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 TSLSC liable for breach of media or sponsorship copyright.
- Employees and members 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.
- Under no circumstance should offensive comments be made about TSLSC colleagues online. This is indicative of bullying behaviour and is deemed to be a disciplinary matter.



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10. Friends and Connections

Member and employees 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. TSLSC will support employee and member decisions to keep online relationships strictly professional.

11. 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 employment or engagement with TSLSC.

12. Consultation or Advice

Any members and employees that are unsure of their rights, liabilities or permissible actions online and would like clarification should discuss the issues with their direct area manager or refer to the Marketing Director.