



TITLE: Mullaloo Surf Life Saving Club – Social Media Policy 1.0

PURPOSE

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

This policy is in addition to that of Surf Life Saving Australia's Social Media Policy 6.20 to which employees and members must also adhere.

OBJECTIVES

- To ensure that all Mullaloo SLSC 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 necessary constraints in using social media.

BACKGROUND

The Internet provides many opportunities to communicate with other employees, individuals, other members of Mullaloo SLSC, businesses and the community. Social media websites provide the opportunity for members and employees of Mullaloo SLSC 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 Mullaloo SLSC, and, in extreme cases, result in legal proceedings.

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

1.0 SCOPE

1.1 This policy covers all forms of social media and applies to all Mullaloo SLSC 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 Mullaloo SLSC; or
- Makes no reference to Mullaloo SLSC or issues relating to Mullaloo SLSC; or
- Is not using Mullaloo SLSC equipment to access the social media website.

2.0 DEFINITIONS

2.1 Mullaloo SLSC members and employees include volunteers and any individual presenting themselves as being a representative of Mullaloo SLSC.

2.2 'Social media' is the collective of online communications channels which may be

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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.

2.3 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. thewest.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, Yelp.

2.4 Use of social media websites constitutes any online activity where information is shared by an individual that might affect colleagues, clients or Mullaloo SLSC 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.

3.0 GUIDING PRINCIPLES

3.1 When any individual identifies their association with Mullaloo SLSC they are expected to behave appropriately, in ways that are consistent with Mullaloo SLSC's values and policies.

3.2 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 Mullaloo SLSC in general.

3.3 Due to the unique nature of Mullaloo SLSC, the boundaries between work, volunteer time and social life within the organisation can become blurred. When using social websites, staff

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and members need to make a clear distinction between their activities as staff/member and their personal activities undertaken outside of Mullaloo SLSC.

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

4.0 USAGE

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

- must not interfere with work or Mullaloo SLSC commitments;
- must not contain or link to libellous, defamatory or harassing content, including by way of examples, illustration, innuendo 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 Mullaloo SLSC, or its affiliates, partners or sponsors; and
- Must not bring the Mullaloo SLSC into disrepute.

4.2 Members and staff may not use the Mullaloo SLSC 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 Mullaloo SLSC.

4.3 Where agreed by the General Manager Marketing, Mullaloo SLSC will use social media to promote and endorse official sponsors and organisations who 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.

5.0 BRANDING AND INTELLECTUAL PROPERTY (IP)

In accordance with By Law 18: Club Logo and Brand, the use of Mullaloo SLSC's identity and its unique identifiers in the form of the logo and name is controlled to protect the identity and intellectual property of the Club.

5.1 Personal Use

Members and staff should not use any Mullaloo SLSC intellectual property or imagery on personal web pages, or on any internet or social networking site, without written approval from the General Manager of Marketing or Manager Communications.

5.2 Professional Use

- When creating a new website, social networking page, messaging group, forum, or using a third-party application for staff/club member use, please follow the following process before proceeding:
 - 1) Discuss options with your relevant General Manager or Managers
 - 2) Look at current Club resources before creating/adding new ones

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- 3) Check with the Member Protection Policy
 - 4) Discuss the options with the General Manager Marketing or Communications Manager
 - 5) Receive prior approval from the General Manager Marketing or Communications Manager
- When including the use of a logo you should ensure that you have received permission in writing to use or replicate the logo in the relevant format (see also Mullaloo SLSC Style Guide);
 - When using other intellectual property associated with Mullaloo SLSC, such as commissioned photographers, you should ensure you have received appropriate written consent.

6.0 OFFICIAL MULLALOO SLSC BLOGS, SOCIAL PAGES AND ONLINE FORUMS

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

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

7.0 CONSIDERATION TOWARDS OTHER MEMBERS AND STAFF WHEN USING SOCIAL NETWORKING SITES

7.1 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 Mullaloo SLSC 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 Mullaloo SLSC liable for breach of media or sponsorship copyright.

7.2 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.

7.3 Under no circumstance should offensive, harassing or defamatory comments be made about Mullaloo SLSC colleagues online. This is indicative of bullying behaviour and is deemed to be a disciplinary matter.

8.0 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

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social media websites. Mullaloo SLSC will support members and staff decisions to keep online relationships strictly professional.

9.0 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 Mullaloo SLSC.

10.0 CONSULTATION OR ADVICE

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

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