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## **1.1 Document Purpose**

- 1.2** This Policy is intended to provide employees, volunteers and supporters of Surf Life Saving Sydney Northern Beaches with clarity on the use of social media platforms and to outline acceptable parameters for the use of social.

## **Policy Statement**

- 2.1** Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. Surf Life Saving Sydney Northern Beaches recognises the benefits of social media as an important tool of engagement and enrichment for its members.
- 2.2** SLSA, its State Centres, Branches and Clubs have long histories and are highly respected organisations. It is important that Surf Life Saving's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.
- 2.3** When someone clearly identifies their association with Surf Life Saving Sydney Northern Beaches (SLS SNB), 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.

## **3.0 Document Scope**

- 3.1** The intent of this Policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors or Surf Life Saving as an organisation.
- 3.2** The Policy does not apply to the personal use of social media platforms by SLS SNB members where the SLS NSW member makes no reference to SLSA or related issues.
- 3.3** This Social Media Policy applies to all people who work, volunteer or represent Surf Life Saving Sydney Northern Beaches and our affiliated Clubs in Australia and Overseas.

## **4.1 Definitions**

- 4.2** For the purpose of this Policy, social media is defined as "any conversation or activity that occurs online, where people can share information or data that might impact on Surf Life Saving Sydney Northern Beaches or affiliated Clubs or the people who are members of our organisation", which include sites like Facebook, Twitter, MySpace, Bebo, LinkedIn, Shutterfly, Foursquare, Tumblr and Pinterest. Video and photo sharing sites like Instagram, Flickr and YouTube. Online forums and discussion blogs, including comments on online news articles.
- 4.3** Official use is when an employee, volunteer or supporter is using social media as a representative of SLS SNB with permission from SLS SNB, SLS NSW or SLSA.
- 4.4** Personal use is when an employee, volunteer or supporter is using social media as themselves, not officially representing SLS SNB but identifying themselves as affiliated with SLS SNB in their online biographies, profiles and posts or through other digital platforms.



- 4.5** People who are employees, volunteers or supporters who do not identify themselves as being affiliated to SLS SNB are still counted as representing the organisation, as the nature of the online world means they could be traced back to the organisation through their online presence eg wearing a patrol uniform or Surf Rescue branded equipment in their profile picture.

## **5.0 Procedure**

- 5.1** This Policy covers all forms of social media. Social media includes, but is not limited to, such activities as:
- Maintaining a profile page on social, Club or business networking sites
  - Content sharing including photo and video sharing
  - Commenting on 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

## **6.0 Branding and Intellectual Property (IP)**

- 6.1** It is important that any trademarks belonging to SLSA, SLSNSW, SLSNSB or Club are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else.”).
- 6.2** Trademarks include:
- SLSA, SLSNSW, SLSNSW and Club logos;
  - Any associated slogans eg “Life of the Beach”, “Whatever it Takes”;
  - Images depicting surf lifesaving volunteers, staff and/or equipment, except with the permission of those individuals;
  - Other SLSA imagery including the red and yellow flags, SLSA red and yellow caps or the official SLSA red and yellow patrol uniforms.

## **7.1 Official Usage**

- 7.2** When an employee or volunteer is posting from a social media account that is labelled as an official SLS SNB account (not an individual persons account), posts from these accounts must comply with SLS SNB, SLSNSW and SLSA ethics and guiding principles stipulated and must do no harm. Posts must not promote individual staff and/or volunteer businesses or moneymaking ventures, political candidates, preferences or Parties.

## **8.0 Personal Usage**

- 8.1** Post from these accounts must comply with SLS SNB, SLSNSW and SLSA ethics and the guiding principles stipulated and must do no harm. Posts must not promote individual staff and/or volunteer businesses or moneymaking ventures, political candidates, preferences or Parties.



## **9.1 Consideration towards others when using Social Networking Sites**

- 9.2** Social networking sites allow photographs, videos and comments to be shared with thousands of other users. SLS SNB members and staff must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private SLS event will not appear publicly on the Internet. In certain situations, SLS SNB members or staff could potentially breach the privacy act or inadvertently make SLS SNB liable for breach of copyright.

SLS SNB members or staff should be considerate to others in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

- 9.3** Under no circumstance should offensive comments be made about SLS SNB members or staff online

## **10.1 Inappropriate use**

- 10.2** Inappropriate use of social media includes, (but not limited to):
- Conducting a private business on SLS SNB social media presence
  - Using discriminatory, defamatory, abusive or otherwise objectionable language
  - Posting of defamatory, abusive or otherwise objectionable photos with or without comments
  - Stalking, bullying, trolling or marginalising any individual or group
  - Accessing or uploading pornographic, gambling or illegal content including extreme images of graphic content (blood and gore etc) or information regarding activities relating to firearms, bombs, terrorism etc
  - Accessing sites that promote hatred or extreme/fundamental beliefs and values
  - Direct political affiliation
  - Uploading information of a confidential nature, especially in regards to SLS SNB services or clients
  - Hacking or attempting to infiltrate the systems of SLS SNB or another organisation
  - Criticising or denigrating SLS SNB or other organisations and our/their employees, volunteers, supporters or sponsors
  - Activity that interferes with work commitments
  - Activity that uses excessive bandwidth, either uploading or downloading, within the SLS SNB ICT network
  - Paid endorsement of any kind, including in kind services or gifts
  - Activity that brings SLS SNB's professionalism or ability to act in a professional manner into disrepute
- It is the duty of everyone who is affiliated with SLS SNB to alert either the Manager, CEO, Branch President or respective Branch Director to any inappropriate content they may come across.
- SNB reserves the right to delete any material which is deemed to be in contravention of this Policy.



## **11.1 Policy Breach**

- 11.2** Misuse of social media can have serious consequences in terms of disciplinary action for staff and volunteers. Clubs are responsible for ensuring adherence to the Social Media Policy by their members and volunteers. This includes undertaking appropriate risk assessment and performance management or disciplinary action, of any suspected or identified breach.
- 11.3** In the event of serious misconduct, disciplinary action may be taken, in accordance with SLSA Policy and Regulations.
- 11.4** SLS SNB has delegation for their official Social Media activity undertaken by the Branch office with a secondary delegation falling to their official communications person or their Branch Delegate (CEO, Manager).
- 11.5** Individuals who undertake personal activity in the social media space should use common sense and be sensible about their use, always ensuring they are in line with the requirements of this social media policy. Advice can be sought from the CEO or Manager of SLS SNB.

## **12.0 Complaints through Social Media**

- 12.1** Complaints or negative comments regarding SLSA, SLS NSW and SLS SNB should not be made through social media channels. Both official and personal users of social media are discouraged from arguing or refuting complaints or negative feedback through social media channels. This behaviour can antagonise or fuel further attacks on SLS SNB's services, brand and/or reputation.
- 12.2** In the event of a complaint or negative comment about SLSA, SLS NSW or SLS SNB it is important to inform the relevant body of the negative feedback and the relevant body will address the comment as soon as possible.

## **13.0 Deleting posts**

- 13.1** Social media is fluid, two-way, busy and often self-regulating. Social media can be used to disseminate information but should be considered a form of two-way communication and a vehicle for information distribution.
- 13.2** Organisations that heavily control content on their social media pages, blogs and accounts, mostly through the deletion of questionable or disapproving content, significantly reduce the impact and usefulness of social media as a channel for information distribution. SLS SNB reserves the right to remove anything that is considered inappropriate.
- 13.3** SLS SNB reserves the right to delete posts that are complaints, negative, slanderous or where content is deemed to be inappropriate. Where possible, SLS SNB will contact the user whose post has been removed, providing them with an explanation why it has been removed and the necessary action(s) for it to be reposted.