



# Freshwater Surf Life Saving Club – Social Media Policy

## 1. Purpose

To outline Freshwater Surf Club's expectations on acceptable usage of social media platforms when creating & sharing information.

## 2. Scope

This policy is applicable to all members and employees of Freshwater Surf Club.

It applies to any information posted online where information is shared that might adversely affect club members, colleagues, clients, sponsors or Surf Life Saving as an organisation.

It does not apply to members using social media platforms for personal use where there is no reference to the brand, business, products, services, events or members of the club or other surf lifesaving organisations.

The policy applies, but is not limited to:

- Social networking sites, e.g. Facebook, Twitter, Yammer, LinkedIn
- Video and photo sharing websites, e.g. YouTube, Instagram, SnapChat
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards, e.g. Whirlpool, Yahoo! Google Groups
- Online encyclopedias, e.g. Wikipedia
- Emails
- Any other web sites that allow individual users or companies to use simple online publishing tools.

It is the responsibility of all members of Freshwater Surf Life Saving Club to have knowledge and understanding of this policy and adhere to the policy appropriately.

## 3. Obligations when Using Social Media

Members must have regard to the following when referring to Freshwater SLSC, its business, products, services, events or members or other Surf Life Saving organisations:

### 3.1 Respect

Be mindful information (conversations, documents, statements) photos and videos other people share with you in confidence should remain private and confidential and never be shared online without prior consent of the other third party.

Be kind, courteous and treat people with respect, in the same manner you would appreciate to be treated in return.

Be thoughtful and respect your online audience.



### 3.2 Add Value

Provide interesting and unique insights that are not private and positively promote the club and the members.

Use social media platforms to empower, inform, promote and educate members and communities about Freshwater SLSC and Surf Life Saving in general.

### 3.3 Use Judgement

Practice good judgement when sharing information about Freshwater SLSC online.

Always ask friends for their permission to post photos and online videos. This protects everyone's safety and wellbeing.

Remember to edit, re-edit and censor your online communications before posting.

Respect other people's opinions. Respect that everyone has a different point of view, dependent upon their values, life experiences, qualifications etc. Be yourself, however acknowledge that not everyone may share the same opinion as you.

### 3.4 Prohibited content

Do not use defamatory or discriminating remarks, abusive or otherwise objectionable language, bullying, personal insults, sexual innuendo, gossip, violent images including graphic images of blood or gore (without medical purpose), information on the use and construction of weapons, explosives and other tools of violence or terrorism, material extolling the inherent or moral superiority or inferiority of a particular race, ethnic group or sexual orientation, racial or religious bigotry.

Avoid all religious and political comments within the Freshwater SLSC social media sites.

Items to remain confidential include, secret training programs, club financial reports, sponsorships, policies and strategic information.

Freshwater SLSC members and employees should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. Information should be removed about another person if that person asks them to do so.

## 4. Uploading content about minors

When uploading photos and videos of people under 18 years of age online, be mindful not to present minors in a sexually explicit or otherwise inappropriate manner.

Frame shots appropriately or alternatively take shots of groups of children exercising from behind.

Never post a photo or video of a person under the age of 18 unless you are confident his or her parents' consent to the posting. If in doubt seek advice.

## 5. Respect Copyright material and fair use laws in all forms

Respect Freshwater SLSC's logo.



Treat other people's copyright protected material with respect. Refrain from using *Surf Life Saving Australia (SLSA)*, *Surf Lifesaving NSW (SLS NSW)* and *Surf Life Saving Sydney Northern Beaches (SLS SNB)* official logos, unless prior written approval is granted. Other photographs of beach and patrol paraphernalia are acceptable for use.

Where relevant make it clear your views are your own and not endorsed by or necessarily reflect the views of SLSA, SLS NSW or SLS SNB.

## 6. Breach of Policy

A breach of this policy may result in the matter being referred to the club's Executive Committee for consideration of further action.

## 7. Social Media Platforms and creation of Platforms

Currently the below social media platforms are in use. The majority, Freshwater Surf Life Saving Club Facebook page as the exception are secure as they require administrator permission to gain access.

To add any additional social media platforms for use by members of the club, approval from the Executive Committee is required.

### Current social media platforms and owners at Freshwater SLSC

Platform	Name	Owner/Administrator	Other
Facebook	Freshwater SLSC group	Gayle Taylor/Tom Duffy/ Claire De Paoli	Closed Group
Facebook	Freshwater boatshed	Amy Cradock	Secret Group
Facebook	Freshwater Surf Lifesaving Club	Gayle Taylor	
Instagram	Freshwater_slsc	Claire De Paoli/Tom Duffy	Account is private
Instagram	Freshwaternippers	Kim Bishop	Account is private
Team App	Freshwater SLSC	Claire De Paoli	
Team App	Freshie Nippers	Karen Blakeney	
Team App	Freshie Fighters	Karen Blakeney	
Team App	Freshie Boaties	Michael Rees-Evans	

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This policy has been written in conjunction with *Surf Life Saving Sydney Northern Beaches & Surf Life Saving Australia Social Media Policies*.