



Morningson Life Saving Club

Social Media Policy

Morningson Life Saving Club adopts and uses the Surf Life Saving Australia Social Media Policy as its official club policy. All provisions, guidelines, requirements and references to SLSA outlined in the SLSA Social Media Policy are applicable to and apply to the Morningson Life Saving Club and its members - [SLSA Policy 6.20 - Social Media](#)

Scope

This policy applies to all Morningson Life Saving Club representatives, including members, staff, contractors, and those representing the Club online.

Definitions

Social Media: Platforms enabling interaction and content sharing (e.g., Facebook, Instagram, TikTok, YouTube, blogs, forums, messaging apps).

Official Accounts: Profiles representing the Club.

Personal Accounts: Individual member profiles.

Key Principles

- Posts must reflect and protect the Morningson Life Saving Club brand and values.
- Distinguish between personal and official communications.
- Respect privacy, copyright, and legal obligations.
- Avoid offensive, discriminatory, or harmful content.
- Posting of images or information about children must have the appropriate parental consent and be in accordance with the Morningson Life Saving Club Child Safe Policy.
- Tagging of Morningson Life Saving Club and/or identify the person posting the content as a member of the Morningson Life Saving Club must be done in accordance with this policy and must not have a negative impact on the image and/or brand of the Morningson Life Saving Club.

Roles & Responsibilities

Morningson Life Saving Club Board: Oversee policy content, implementation and review

Social Media Manager: Manage all official accounts.

Morningson Life Saving Club Social Media Moderators: approve internal social media content. The ability to moderate post to the Morningson Life Saving Club social media platforms must be approved by the Morningson Life Saving Club Board

Members: Follow this policy and maintain respectful conduct.

Compliance & Reporting

Breaches may lead to content removal or disciplinary action.

Report misuse to the Morningson Life Saving Club President or Secretary.



Related Documents

SLSA Social Media Policy 6.20

Mornington Life Saving Club - Code of Conduct

Mornington Life Saving Club - Member Protection Policy

Mornington Life Saving Club – Child Safe Policy

Document Control

Version	Approved By	Approval Date	Next Review Date	Responsible Role
1.00	MLSC Board	20/01/2026	01/10/2026	Communications Director