

Mornington LSC Social Media Policy



Purpose

Social media (see Scope below for definition) offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, Surf Life Saving Australia (SLSA) recognises the benefits of social media as an important tool of engagement and enrichment for its members.

SLSA, its state centres, branches and clubs have long histories and are highly respected organisations. It is important that Surf Life Saving and Mornington LSC's reputations are not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their association with Surf Life Saving (SLS) and or Mornington LSC, 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.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by Mornington LSC members where the member makes no reference to SLSA, Mornington LSC or related issues.

Scope

This policy covers all forms of social media. Social media includes such activities as:

- Maintaining a profile page on one of the social or business networking sites (Such as LinkedIn, Facebook, Twitter, Team App or Instagram as a minimum);
- Commenting on other people's 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.

The intent for this policy is to include:

“Anything you do online where you share information that might impact upon your fellow members, Mornington LSC or Life Saving Victoria as an organisation”

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Guiding Principles

The web is not anonymous. Assume that everything you write can be traced back to the organisation, if not you personally.

Usage

Whatever you do online:

- must not contain or link to libellous, defamatory or harassing content, even by way of example, illustration or nicknames;
- must not comment on or publish information that is confidential to Mornington LSC, our affiliates, partners or sponsors; and
- must not bring the club into disrepute

Furthermore: you may not use the Mornington LSC brand to endorse or promote any product, opinion, cause; and it must be clear to readers that all opinion is yours, and does not represent the views of Mornington LSC SLSC.

Official Mornington LSC blogs, social pages and online forums

When creating a new website, social networking page or forum for club member use, care should be taken to ensure the appropriate committee approval has been obtained. Similarly, appropriate permissions must be obtained for the use of logos or images. Images of minor children may not be replicated on any site without the written permission of the child's parent and/or guardian.

When using official Mornington LSC blogs, social pages and online forums, please remember the following:

- Posts must not contain or link to pornographic or indecent content;
- Some hosted sites may sell the right to advertise on their sites through 'pop up' content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the 'pop up' content cannot be controlled;
- The club has the right to remove any content;
- Members must not use Mornington LSC online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

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Expectations

- We treat all social media postings, blogs, status updates and tweets as public 'comment'
- Postings (written, photos or videos) will be family-friendly and feature positive club news and events
- No personal information about our members will be disclosed
- No statements will be made that are misleading, false or likely to injure a person's reputation
- No statements will be made that might bring our club into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.

Consideration towards other members when using Social Networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. It may not be appropriate to share club related information in this way.

For example, there may be an expectation that photographs taken at a private LSV event will not appear publicly on the Internet, both from those present and perhaps those not at the event. You could also inadvertently make Mornington LSC liable for breach of media or sponsorship copyright.

Members should be considerate to other club members in such circumstance and should not post information when they have been asked not to. They should also remove information about a member if that member asks them to do so.

Under no circumstance should offensive comments be made about fellow Mornington LSC members online. This amounts to cyber-bullying and will be deemed a disciplinary offence.

Friends and Connections

Use your own best judgment in deciding whether and on what level you want to connect to other members on social networks. Only current financial Mornington LSC members will be accepted as 'friends' to official Mornington LSC social pages.

Breach of Policy

A breach of this policy may result in disciplinary action from Mornington LSC

Consultation or Advice

If you are unsure as to your rights, liabilities or actions online and you would like some clarification, please discuss with our Social Media & Website officer Kelly Parrish

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**Approved by Committee
September 2017**