



SURF LIFE SAVING AUSTRALIA POLICY

Title:	Social Media
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Responsible Portfolio:	Business Development & Communications
Authority	This Policy is made under clause 39 of the SLSA Constitution. It is binding on all Members of SLSA and is to be interpreted in accordance with the SLSA Constitution.

1. PURPOSE

This policy is intended to provide Surf Life Saving Australia's (SLSA) staff, Members and volunteers with a framework to guide their use of social media in a manner that is consistent with the organisation's mission.

SLSA expects its staff, Members and volunteers to use social media in accordance with this policy. This Policy is not intended to apply to staff of State Centres, Branches or Clubs where those SLS entities have an existing social media policy. Where an SLS entity does not have an existing social media policy it may choose to elect that this Policy applies to its employees. Where the staff of State Centres, Branches or Clubs are also members of SLSA this Policy will apply to those persons in their capacity as Members of SLSA.

Surf Life Saving exists to save lives, create great Australians and build better communities. Communications and representations made by and within the Surf Life Saving community should reflect this mission.

2. DEFINITION

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

Social media channels can include but are not limited to:

- a. Social networking sites like Facebook, MySpace and Google +;
- b. Video and photo sharing sites such as YouTube, Flickr, Pinterest, Snapchat, Instagram and Vimeo;
- c. Blogs, including personal and corporate blogs such as Tumblr and Wordpress accounts;
- d. Comments left on blogs hosted by media outlets e.g. smh.com.au;
- e. Micro-blogging sites such as Twitter and Tumblr;
- f. Wiki's and online collaborations;

- g. Forums, discussion boards and groups such as Whirlpool;
- h. Online multiplayer gaming platforms such as World of Warcraft;
- i. Instant messaging including sms and imessage;
- j. Online dating sites such as Tinder and RSVP;
- k. Podcast and vodcast sites;
- l. Geo-spacial tagging such as Foursquare.

3. SCOPE

This Policy applies to SLSA staff, members, and volunteers who represent SLSA, both in Australia and overseas. This includes, as far as practicable, suppliers, partners and contractors (in this policy **Social Media Users**).

Due to the unique nature of Surf Life Saving in Australia, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that SLSA members make a clear distinction between what they do in a professional capacity and what they do, think or say in their capacity as a volunteer for SLSA. SLSA considers all members of SLSA are its representatives.

As noted above this policy does not apply to staff of State Centres, Branches or Clubs in their capacity as staff of those entities, and where those entities have an existing social media policy. Where the staff of State Centres, Branches or Clubs are also members of SLSA this policy will apply to those persons in their capacity as members of SLSA.

4. GUIDING PRINCIPLES FOR SOCIAL MEDIA USE

For official and personal users of social media

Whenever Social Media Users are interacting on social media, in a professional or personal context the following guiding principles should be considered and applied:

A Social Media User should:

- a. Not criticise colleagues, sponsors, athletes, other organisations and their employees, volunteers or supporters, SLSA or its State Centres, Branches or Clubs;
- b. Not do anything that breaches their terms of employment;
- c. Not harass, bully or intimidate or display any other form of inappropriate behaviour as per the SLSA Member Protection Policy;
- d. Acknowledge and correct mistakes promptly;
- e. Respond to others' opinions respectfully and professionally;
- f. Not defame any other person or entity;
- g. Disclose conflicts of interest where able;

- h. Link to online references and original source materials directly;
- i. Only disclose and discuss approved and publicly available information and content (including videos, audio and images);
- j. Subject to SLSA policies and otherwise the consent of SLSA not use any SLSA intellectual property or imagery;
- k. Ensure that all information is accurate, not misleading and complies with all relevant laws, policies and terms of use;
- l. Ensure that comments, posts, and responses from official SLSA accounts are true and accurate;
- m. Adhere to terms and use of the relevant social media platform/website, as well as SLSA policies;
- n. Not post content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, pornographic, sexist, that infringes on copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- o. Not post content that might otherwise cause damage to the reputation of SLSA or bring it into disrepute;
- p. Not conduct a private business through SLSA's social media presence;
- q. Not directly express a political affiliation on an official account;
- r. Not upload information of a confidential nature, especially in regards to SLSA's services or Members
- s. Not utilise paid endorsement of any kind, including in kind services or gifts unless such use is covered by an authorised agreement or arrangement; or
- t. Comply with all relevant laws including but not only privacy and defamation laws and laws relating to use and publication of intellectual property.

5. USE OF SLSA TRADEMARK ON SOCIAL MEDIA

Refer to the SLSA Intellectual Property Policy 6.01.

When using social media for professional or personal pursuits, all SLSA members must respect the SLSA brand and follow the guidelines in place to ensure SLSA's Intellectual Property and its relationships with sponsor and stakeholders are not compromised and that the organisation is not brought into disrepute.

In specific reference to social media

- a. Partners or sponsors of State SLS entities may not imply association with Surf Life Saving as a national movement (ie referring to themselves as 'proudly supporting Surf Life Saving Australia', 'SLSA' or 'supporting Surf Life Saving.'). If their association is with a State entity rather than the national entity, they may only refer to the State body (ie "Supporting Surf Life Saving New South Wales" for example).

- b. Partners or sponsors of State SLS entities are not permitted to use any SLS IP in marketing activity that has reach outside State borders, in particular websites and social media channels - without prior approval from the SLSA CEO. (NOTE: The policy allows independence for States to use SLS IP on their own websites.)
- c. Generalised products or services, social media accounts/domain names associated with SLSA are to be used to represent these services/products/brands on a national scale only and the relevant registrations of these accounts established by National Office only.

6. USE OF PHOTOGRAPHY ON SOCIAL MEDIA

Refer to SLSA Photography Policy 6.21

In summary, photos or video that may be interpreted as offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist or sexist must not be used in any way. SLSA reserves the right to remove any inappropriate images from official SLSA sites.

You must adhere to copyright legislation at all times. If a photo or video does not belong to SLSA, permission should be obtained and appropriate recognition be given upon posting the content.

You should seek the consent of any individual before publishing a photo or video containing their image or that of their personal property. If photos or video includes a minor, consent must be provided by a parent or legal guardian.

Use of any official SLS photo or video content on a personal social media account, without approval or authorisation is strictly prohibited.

7. PERMISSIONS

SLSA may create social media accounts to engage with their members, supporters and general public. Any account which represents SLSA must be authorised and approved by SLSA Management. The account should identify itself as an official account representing SLSA.

8. PERSONAL USE OF SOCIAL MEDIA WHEN YOU CAN BE IDENTIFIED AS A SLSA MEMBER

Personal use can be defined as the use of non-official SLSA social media accounts where the person can be identified as a SLSA Member.

Personal use is a matter for an individual user, however, individuals will be accountable for the consequences of their actions on social media if such actions contravene this policy, and will be disciplined according to the policies and codes of conduct of SLSA and their individual employment or volunteer agreements.

9. NAMED AFFILIATIONS

Accounts (be it a blog, webpage, twitter account, Facebook page etc) that are not official, but are set up by employees, volunteers or supporters of SLSA for personal reasons can have an affiliation to the organisation, so long as the following is undertaken:

- a. It should not have the affiliation with SLSA as the primary identifier; and

- b. It should include a prominent disclaimer that the opinions of the user are their own and do not represent those of SLSA.

For example a staff member might include a bio similar to this:

“Likes apples and fishing, interested in politics and the news, works for SLSA, opinions expressed are my own and not to be taken as an endorsement or representing the views of SLSA”.

10. POLICY BREACH

Misuse of social media can have serious consequences for SLSA, and consequently that misuse can have serious consequences in terms of disciplinary action for Social Media Users under this policy.

SLSA is responsible for ensuring adherence to the Social Media Policy by Social Media Users included in this policy.

SLSA staff and volunteers must adhere to the Terms of Use of the relevant social media platform/website, as well as SLSA policies and their own organisations policies and legislative requirements. In the event of breach and/or serious misconduct disciplinary action may be commenced under the relevant rules and/or other contract(s).