



FRESHWATER SURF LIFE SAVING CLUB

INCORPORATED

ABN 15 606 956 393

AFFILIATED WITH SURF LIFE SAVING AUSTRALIA

Freshwater Surf Life Saving Club – Social Media Policy



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Address all communications to:

Executive Officer

PO Box 308

FRESHWATER

NSW 2096

Freshwater Patrons

Rear Admiral Peter Sinclair AC, AO (Ret)

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www.freshwaterslsc.com

Freshwater Surf Life Saving Club – Social Media Policy

1. Purpose

To guide Freshwater Surf Life Saving Club (SLSC)'s expectations on acceptable usage of social media platforms when creating & sharing information that is consistent with the Club's Value Statement and Objectives.

2. Scope

This policy is applicable to all members and employees of Freshwater SLSC. This policy is guided by SLSC Policy 6.20 Social Media. 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,
- Video and photo sharing websites,
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards,
- Online encyclopedias,
- 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 SLSC to have knowledge and understanding of this policy, SLSC Policy 6.20 Social Media and adhere to the policies appropriately.

3. Principles and 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 (SLSC, SLS NSW, SLS SNB).

The Guiding Principles for Social Media Use (Clause 4, SLSC Policy 6.20) are to be considered.

3.1 Respect

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



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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

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

3.3 Use Judgement

Practice good judgement and undertake appropriate editing when sharing information about Freshwater SLSC online.

Consider whether permission is obtained prior to the posting of photos and online videos. This protects everyone's safety and wellbeing.

Remember acknowledge any ownership rights 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, confidential training programs, club financial reports, sponsorships, policies and strategic information.

Freshwater SLSC members and employees should be considerate to others 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, consent must be provided by a parent or legal guardian. Be mindful to present images in an appropriate manner. Frame shots appropriately or alternatively take shots of groups of children exercising from behind.

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

Respect Freshwater SLSC's emblem and SLSCA trademarks.

Treat other people's copyright protected material with respect. Where relevant make it clear your views are your own and not endorsed by or necessarily reflect the views of Freshwater SLSC, SLSCA, SLS NSW or SLS SNB.



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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.

Any chat forums created by members to facilitate the exchange of information about issues of common interest – e.g. patrol or surf sports groups – will not be considered as formal club social media platforms. It is expected however the conduct of those forums will be consistent with the provisions of this policy.

Current social media platforms and owners at Freshwater SLSC

Platform	Name	Owner/Administrator	Other
Facebook	Freshwater SLSC group	Club Administrator	Closed Group
Facebook	Freshwater Surf Lifesaving Club	Club Administrator	
Instagram	Freshwater_slsc	Kimberley Dales	Account is private
Instagram	Freshwaternippers	Kim Bishop	Account is private