SLSQ Policy

Title: SLSQ MPA1 Member Social Media and Online Communications Policy	**Department:** Media and Public Affairs
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Introduction

Surf Life Saving Queensland (SLSQ) embraces social media and digital communication as a valuable tool to engage and connect with its membership and other key stakeholder groups. However, with the rapid (and continued) growth and evolution of social media, SLSQ also recognises the need for an overarching policy that ensures members and volunteers who choose to use social media have an understanding about appropriate guidelines and boundaries.

Purpose

The objective of this policy is to ensure that members and volunteers of SLSQ understand the organisation's approach to social media, and its expectations for the personal and/or professional use of online communication channels.

This policy is designed to assist all members and volunteers in using good judgement to post appropriate content on social media. It is important that we work together to protect members and ensure that SLSQ's brand and reputation is not tarnished by anyone using the internet inappropriately, particularly in relation to any content that might reference SLSQ.

Application

This policy operates on a 24-hour basis, including activities occurring both in and outside of volunteer patrols and in and outside of official/volunteer SLSQ duties.

Definitions

For the purpose of this policy, social media is defined as any website or application that enables users to create and share content or participate in social and/or online networking.

This policy covers all areas of SLSQ and all forms of digital and social media and online interaction including, but not limited to, the following:

- External social networking sites (e.g. Facebook, Linked In, Myspace and Google Plus);
- Internal websites (e.g. Surf Life Saving Members Portal);
- Video and photo sharing websites (e.g. Instagram, Flickr, YouTube, Snapchat, Vine);
- Micro-blogging sites (including, but not limited to, Twitter);

- Weblogs, including all corporate blogs, personal blogs or blogs hosted by traditional media publications (e.g. 'comments' or 'your say' feature on news websites);
- Forums and discussion boards;
- Online encyclopaedias (e.g. Wikipedia);
- Instant messaging (including What's App, SMS);
- Product or service reviews on retailer or customer review sites (e.g. Yelp, Trip Advisor);
- Vod and Podcasting; and
- Any other website that allows individual users or companies to use simple publishing tools.

Rules and Legislative Framework

- SLSA Member Protection Policy
- SLSQ MS01 Affirmative Action Policy
- SLSQ MS07 Code of Conduct – Administrators, Directors and Officers
- SLSQ MS08 Code of Conduct – Coaches and Officials
- SLSQ MS09 Code of Conduct – Members
- SLSQ MS10 Code of Conduct – Team Managers, Age Managers and Chaperones
- SLSQ MS11 Code of Conduct – Youth Leaders
- SLSQ MS12 – Diversity and Inclusiveness Policy
- SLSQ HR025 Bullying and Harassment Policy
- SLSQ HR026 Sexual Harassment Policy
- SLSQ MC03 Red and Yellow Intellectual Property Policy
- SLSQ Patrol Operations Manual
- *Information Privacy Act*
- *Work Health and Safety Act*
- *Anti Discrimination Act*

Policy

SLSQ's Code of Conduct and Member Protection Policy outline the legal, ethical and moral rights and responsibilities of all SLSQ members, in addition to the standards of behaviour that are expected and required. As per these policies, SLSQ is committed to eliminating discrimination, harassment, and other forms of inappropriate behaviour across all levels of the surf lifesaving movement in Queensland.

All members are expected to respect the rights, dignity and worth of other members at all times, while also ensuring their actions preserve and protect the reputation of SLSQ.

It is important to recognise, and understand, the principles in this policy also apply to any and all forms of social media and digital communication by members and volunteers of SLSQ, SLSCs and/or other Surf Life Saving entities including Branches.

When using the internet for personal or professional pursuits, you must:

- Respect your fellow members and the SLSQ brand at all times;
- Ensure your behavior complies with SLSQ's Code of Conduct, Member Protection Policy and other applicable guidelines;

- Follow existing guidelines established in SLSQ's Red & Yellow Intellectual Property Policy (located on the Members Portal) to ensure that you are not compromising SLSQ's intellectual property or relationships with sponsors, stakeholders and/or other business and community partners; and
- Ensure that your actions, comments and all other online activity does not deliberately or inadvertently bring SLSQ and its members into disrepute.

If you notice inappropriate content online relating to SLSQ, or content that may otherwise have been published in breach of this policy, you are encouraged to immediately report it to SLSQ.

Offensive or inappropriate material reported to SLSQ will be investigated and, if found to be in breach of this policy, disciplinary action may result. Serious breaches could result in suspension or expulsion from SLSQ. Where inappropriate use under this policy constitutes a breach of any law, action may also be taken in accordance with that law.

Guiding Principles:

When using the internet for personal pursuits you must respect the SLSQ brand at all times and follow guidelines in place to ensure you are not compromising SLSQ's intellectual property or relationships with sponsors and stakeholders and/or inadvertently bringing the organisation into disrepute.

It is also important that all members and volunteers understand that the content you post on social media can have serious ramifications for SLSQ, your club, yourself, other individuals and the wider surf lifesaving movement. Always remember that what you say and post online can not only impact upon your personal reputation, but also reflect on the wide surf lifesaving movement. In some instances, comments you make could mistakenly be attributed to SLSQ.

SLSQ members and volunteers are required to act in the best interests of SLSQ, SLSA and their respective club/s at all times, and this extends to their participation in social media channels. Members are reminded that no expectations of privacy can be held when it comes to content and information stored or posted online.

Personal use of social media

SLSQ recognises that you may use social media in your personal life. This policy is not designed to discourage, nor unduly limit, your personal expression or online activities.

However, you should recognise the potential for damage to be caused (directly and/or indirectly) to SLSQ, SLSA, your respective club, yourself and/or other individuals in certain circumstances via your personal use of social media. Accordingly, you should comply with this policy at all times to ensure that the risk of such damage is minimised.

Consequences of breach

A breach of this policy may result in disciplinary action by SLSQ and/or your respective club. Serious breaches could result in suspension or expulsion from SLSQ. Where inappropriate use under this policy also constitutes a breach of any law, action may also be taken in accordance with that law.

Standards of use

The reputation and business interests of SLSQ and its employees, sponsors, volunteers, affiliates and contractors must not be brought into disrepute through member engagement and conversations on social media. Defamatory statements that can harm the reputation of SLSQ, SLSQ entities, SLSQ staff and/or fellow members must not be made and will be considered a breach of this policy.

SLSQ members and volunteers shall not post or share any content on SLSQ's or Surf Life Saving Clubs' social media outlets that could be seen as obscene, offensive, inappropriate, intimidating, insulting, humiliating, illegal, unlawful, defamatory, libellous, or otherwise adversely impacts the image of SLSQ or any of its employees, clients or stakeholders.

Please refer to SLSQ's Patrol Operations Manual for guidelines about appropriate use of cameras and mobile phones while on duty.

Quick tips: review this checklist when you post to social media

Before using social media, consider the following questions:

- Would I want my club captain, president and /or SLSQ to see this?
- Would I want junior members, nippers or members of the community to see this?
- Could this have negative ramifications for myself, my club, SLSQ or fellow members?
- Am I revealing any sensitive or confidential information about SLSQ or its affiliates?
- Am I adhering to the Member Protection Policy and Privacy Policy?
- Could this negatively impact on SLSQ's reputation or the reputation of an SLSQ partner or sponsor or any other individuals associated with SLSQ?
- Am I adhering to, or displaying, SLSQ's core values?

If in doubt, please contact SLSQ's Media and Public Affairs department for guidance on media@lifesaving.com.au.

Guidelines around use of social media

When using social media, do:

- Ensure that content you publish is factually accurate and complies with relevant SLSQ and Club policies including, but not limited to the SLSQ Constitution, Code of Conduct and Internet, Member Protection, Privacy, Email and IT Usage Policies
- Be polite and respectful to all people that you interact with;
- Adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, discrimination, harassment and other applicable laws;
- Ensure that any and all references to SLSQ on personal blogs or websites do not bring SLSQ and its affiliates into disrepute;
- Ensure that any professional profiles (e.g. LinkedIn) are up-to-date and accurately reflect your current responsibilities, duties and achievements with SLSQ;

- Seek consent where possible from photographed subjects - be it fellow members, volunteers and members of the public (especially when it comes to minors) before sharing their image on social media; and
- Comply with any official requests from SLSQ to remove an image or post related to surf lifesaving.

When using social media, do not:

- Talk disrespectfully about SLSQ, its employees, your respective club, fellow members, corporate partners, sponsors or other affiliates;
- Bring your club's and/or SLSQ's brand and reputation into disrepute;
- Use or disclose any confidential, sensitive or personal information about SLSQ or SLSQ employees/affiliates;
- Misrepresent a personal view as that of SLSQ;
- Post material that is offensive, obscene, disparaging, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist or otherwise unlawful; and/or
- Imply that you are authorized to speak as a representative of SLSQ, or give the impression that the views you express are those of SLSQ
- Post material that breaches privacy, including images of members of the public in rescue situations or undergoing resuscitations etc.

Reporting inappropriate online content

If you feel that a fellow member or volunteer has breached SLSQ's Social Media and Online Communication Policy or you would like to report inappropriate online content, please direct information to SLSQ's Media and Public Affairs team on media@lifesaving.com.au.