



## Social Media Policy

### **Introduction**

The use of Social Media is an ever growing method for distributing information to members and other interested parties. It is important with many people having access to it, that it is controlled, so that it is always to the benefit for the Kiama Downs Surf Life Saving Club Inc and its members. It shall be read in conjunction with the Constitution of the Kiama Downs Surf Life Saving Club Inc.

### **Purpose**

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

KDSLCL has a long history and is highly respected within the community. It is important that our reputation is 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 KDSLCL, 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 SLSCA's stated values and policies and our Code of Conduct.

### **Responsibility**

An Executive member of the Club will be nominated to be an Administrator of all Social media accounts and will continually monitor all online activities.

The Executive Committee, the authorised Social Media Administrator(s) and the Publicity Officer have the authority to remove any content found online deemed to be offensive, inappropriate or in breach of this policy at any time.

The policy is relevant to all members that use Social media on behalf of the Club.

Any breaches of this policy should be reported to the Executive Committee.

### **Scope**

Social media includes, but is not limited to:

- A profile page on social and/or business networking sites such as Facebook, Instagram, twitter or MySpace
- Content sharing including Flickr (photo sharing) and You Tube (video sharing).

- Commenting on blogs for personal or business reasons
- Taking part in online votes and polls
- Taking part in conversations on public and private web forums

## **Procedure**

Any member who wishes to provide content on Social media platforms on behalf of the Club is to go through the Publicity Officer.

Content can be uploaded by the Executive Committee, Publicity Officer or the Social Media Administrators.

Any use of social media in the Kiama Downs Surf Club name:

- Must not contain any defamatory or harassing content
- Must not comment on or publish any confidential or sensitive information about the Club or its members
- Will not bring the Surf Club into disrepute
- Must not contain any indecent or illegal content

Any use of social media by its members, which offers an opinion or point of view which is not endorsed by the Club, must clearly state that it is the opinion of the individual and not the Surf Club.

Any information, logos etc owned by the Club or its sponsors will not be used on personal social media.

When creating any new social media applications on behalf of the Kiama Downs Surf Club Inc, it will only be done with approval of the Executive Committee.

## **Conclusion**

The above policy will assist in ensuring that any use of Social Media will benefit the Kiama Downs Surf Club Inc and its members.

## **References and Further Reading**

Surf Life Saving Australia – Use of Social Media Policy 6.20

Social Media SLSA Policy 6.21 – Photography

[www.surflifesaving.com.au](http://www.surflifesaving.com.au)

Surf Life Saving NSW Club Guide Section 4.4