



## Currumbin Beach Vikings Surf Life Saving Club Inc. Social Media Policy

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### 1. PURPOSE

This policy is intended to provide Currumbin Beach Vikings Surf Lifesaving Club Inc. (CSLSC) 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. This policy applies to all parties (staff, members and volunteers). Currumbin Beach Vikings Surf Lifesaving Club Inc. expects its staff, members and volunteers to use social media in accordance with this policy.

### 2. SCOPE

This policy applies to all persons who are involved with the activities of Currumbin Beach Vikings Surf Lifesaving Club Inc., whether they are in a paid or unpaid/voluntary capacity. It applies to any information posted online where information is shared that might adversely affect club members, colleagues, clients, sponsors or surf lifesaving as an organisation. This Policy should be read in conjunction with SLSA's Member Protection policy and code of conduct.

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, e.g. Facebook, Twitter, LinkedIn
- Video and photo sharing websites, e.g. YouTube, Instagram, SnapChat
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards, e.g. Whirlpool, Yahoo! Google Groups
- Online encyclopaedias, e.g. Wikipedia
- Emails
- Any other web sites that allow individual users or companies to use simple online publishing tools.

This policy is applicable when using social media as:

1. An officially designated individual representing Currumbin Beach Vikings Surf Lifesaving Club Inc. on social media; and
2. If you are posting content on social media in relation to Currumbin Beach Vikings Surf Lifesaving Club Inc. that might affect Currumbin Beach Vikings Surf Lifesaving Club Inc.'s business, products, services, events, sponsors, members or reputation.

It is the responsibility of all members of Currumbin Beach Vikings Surf Lifesaving Club Inc. to have knowledge and understanding of this policy and adhere to the policy appropriately.



## **Currumbin Beach Vikings Surf Life Saving Club Inc. Social Media Policy**

### ***Using social media in an official capacity***

You must be authorised by the Club CEO before engaging in social media as a representative of Currumbin Beach Vikings Surf Lifesaving Club Inc. To become authorised to represent Currumbin Beach Vikings Surf Lifesaving Club Inc. in an official capacity, you must have reviewed the Australian Governments E-Safety guide for the platforms you are acting in an official capacity <https://www.esafety.gov.au/key-issues/esafety-guide> . As a part of Currumbin Beach Vikings Surf Lifesaving Club Inc.'s, community you are an extension of the brand. As such, the boundaries between when you are representing yourself and when you are representing Currumbin Beach Vikings Surf Lifesaving Club Inc. can often be blurred. Therefore it is important that you represent both yourself and Currumbin Beach Vikings Surf Lifesaving Club Inc. appropriately online at all times.

### **3. OBLIGATIONS WHEN USING SOCIAL MEDIA**

Members must have regard to the following when referring to Currumbin Beach Vikings Surf Lifesaving Club Inc., its business, products, services, events or members or other Surf Life Saving organisations:

#### **3.1 Respect**

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

Provide interesting and unique insights that are not private and positively promote the club and the members. Use social media platforms to empower, inform, promote and educate members and communities about Currumbin Beach Vikings Surf Life Saving Club Inc. and Surf Life Saving in general.

#### **3.3 Use Judgement**

- Practice good judgement when sharing information about Currumbin Beach Vikings Surf Life Saving Club Inc. online.
- Always ask members for their permission to post photos and online videos. This protects everyone's safety and wellbeing.
- Remember to edit, re-edit and censor your online communications 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.



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Avoid all religious and political comments within the Curumbin Beach Vikings Surf Life Saving Club Inc. social media sites. Items to remain confidential include, secret training programs, club financial reports, sponsorships, policies and strategic information Curumbin Beach Vikings Surf Life Saving Club Inc.

Members and employees should be considerate to others in such circumstances 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 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 at all times.

#### **4.1 A Social Media User must:**

- a. Not criticise Club, sponsors, member, volunteers or supporters
- b. Not harass, bully, abuse or intimidate or display any other form of inappropriate behaviour as per the SLSA Member Protection Policy
- c. Not post content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, offensive, aggressive, abusive, profane, hateful, racist, pornographic, sexist, sexually explicit, that infringes on copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- d. Not exploit platforms to seduce, groom or inappropriately engage with Children;
- e. Not defame any other person or entity;
- f. Not do anything that breaches their terms of employment or membership;
- g. Respond to others' opinions respectfully;
- h. Subject to SLSA policies and otherwise the consent of SLSA not use any SLSA intellectual property or imagery;
- i. Respond to others' opinions respectfully and acknowledge and correct mistakes promptly;
- j. Ensure that all information is accurate, not misleading and complies with all relevant laws, policies and terms of use;
- k. Only disclose and discuss approved and publicly available information and content (including videos, audio and images);
- l. Adhere to terms and use of the relevant social media platform/website, as well as relevant Club and SLSA policies;
- m. Not post content that might otherwise cause damage to the reputation of the Club or bring it into disrepute;
- n. Disclose conflicts of interest to appropriate persons in relevant circumstances where able;
- o. Not directly express a political affiliation on an official account or a personal account clearly associated with SLS activities;
- p. Not upload information of a confidential nature
- q. Comply with all relevant laws including but not only privacy and defamation laws and laws relating to use and publication of intellectual property; and
- r. Not use Club or SLSA IP in relation to any paid or unpaid promotion or endorsement of products or commercial entities including in kind services or gifts; unless in agreement with the Club CEO and SLSA.

#### **4.2 In addition, Curumbin Beach Vikings Surf Life Saving Club Inc. staff members must:**

- a. Ensure that comments, posts, and responses from official Club accounts are true and accurate;
- b. Not conduct a private business through the Clubs social media presence;



## **Currumbin Beach Vikings Surf Life Saving Club Inc. Social Media Policy**

c. Ensure that comments, posts, and responses from official Club accounts are true and accurate and link to online references and original source materials directly.

4.3 Where permission has been granted to create or administer an official social media presence for Currumbin Beach Vikings Surf Life Saving Club Inc., you must adhere to the Currumbin Beach Vikings Surf Life Saving Club Inc. Guidelines.

a. Social Media accounts should be used only to share information about Club lifesaving, surf sport, youth development, social and junior activities as well as promote the Club and its members, recognise member achievements and acknowledge support of our official sponsors, funding bodies and affiliated partners

b. Social media including sharing of content and reposting of content should not be used for the promotion or advertisement of businesses that are not considered an official Currumbin Beach Vikings Surf Life Saving Club Inc. partner or sponsor. This includes but is not limited to other sport club, club member's personal businesses or branding;

c. Communications must not endorse or promote any product, opinion or political candidate

d. Authorised Representatives must be financial members of the Club and endorsed by the Club CEO

e. If maintaining an account (ie Facebook, Twitter, Instagram or YouTube) on behalf of the Club, note that responsibility for content extends beyond your own posts. Comments and posts on the page must be moderated and anything that could be offensive or damaging to the reputation of the Club or its sponsors must be removed as soon as possible.

### **5. UPLOADING CONTENT INVOLVING MINORS**

When uploading photos and videos of people under 18 years of age online, be mindful not to present minors in a sexually explicit or otherwise inappropriate manner. Frame shots appropriately or alternatively take shots of groups of children exercising from behind. Never post a photo or video of a person under the age of 18 unless you are confident his or her parents' consent to the posting. If in doubt seek advice.

### **6. RESPECT COPYRIGHT MATERIAL**

Respect the Currumbin Beach Vikings Surf Life Saving Club Inc. logo. Treat other people's copyright protected material with respect. Refrain from using Club or Surf Life Saving Australia (SLSA) and Surf Lifesaving Queensland's (SLSQ) official logos, unless prior written approval is granted. Other photographs of beach and patrol paraphernalia are acceptable for use. Where relevant make it clear your views are your own and not endorsed by or necessarily reflect the views of SLSA, SLSQ or Currumbin Beach Vikings Surf Life Saving Club Inc.

### **7. BREACH OF POLICY**

Currumbin Beach Vikings Surf Life Saving Club Inc. will continue to monitor the use of its social media to ensure compliance with this policy. Club members who fail to comply with this policy may be the subjects of disciplinary action including termination of membership as well as prompt action to remove the offending material where possible. Breaches of this policy by club members will be dealt with in accordance of the Currumbin Beach Vikings Surf Life Saving Club Inc. Code of Conduct and constitution. Currumbin Beach Vikings Surf Life Saving Club Inc. will not be held liable for the acts and omissions of club members in breach of this policy. A breach of this policy may result in the matter being referred to the Club Council for consideration of further action.