



DATE 22nd July 2009
SUBJECT Social Media Policy
Approved by SLSQ Board of Directors

The following policy statement was adopted at the Board of Directors meeting held 22nd July, 2009 and adopted as State Policy from this date.

POLICY

1. Purpose

The Internet provides a number of benefits in which members of Surf Life Saving Queensland (SLSQ) may wish to participate. From rediscovering old school friends on *Facebook*, or helping to maintain open access online encyclopedias such as *Wikipedia*, to participating in discussion forums.

When someone clearly identifies their association with SLSQ, and/or discusses their work in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with SLSQ's stated values and policies.

When using the Internet for professional or personal pursuits you must respect the SLSQ brand and follow the guidelines in place, to ensure you are not compromising SLSQ's intellectual property, or relationships with SLSQ sponsors and stakeholders and inadvertently bringing the organization into disrepute.

SLSQ has a long history and is a highly respected organisation. It is important that we work together to ensure that SLSQ's reputation is not tarnished by anyone using the Internet inappropriately, particularly in relation to any content that might reference SLSQ.

This policy aims to provide some guiding principles to follow when experimenting with the fast moving technology of the Internet.

Although this policy seeks to provide some guiding principles, in the absence of a relevant principle, we ask you employ common sense or seek advice from SLSQ. Please read this policy and you will be able to make your own decisions about what you should do in a new situation. Remember, if in doubt, do not hesitate to contact the Marketing & Communications department at SLSQ.

This policy does not apply to the personal use of social media platforms by SLSQ staff* where the SLSQ staff member makes no reference to SLSQ or related issues.

****For the purposes of this policy SLSQ Staff includes professional staff, volunteers or any individual representing themselves or passing themselves off as being a member of SLSQ.***

2. Scope

This policy covers all forms of social media. Social media includes such activities as:

- maintaining a profile page on social or business networking sites (eg. such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- commenting on other people’s blogs for personal or business reasons;
- leaving product or service reviews on retailer sites, or customer review sites;
- taking part in online votes and polls;
- taking part in conversations on public and private web forums (message boards); or
- editing a Wikipedia page.

The intent of this policy is to include:

“Anything posted online where you share information that might affect colleagues, clients, sponsors or Surf Life Saving Queensland as an organisation.”

3. Guiding Principles

- 3.1 The web is not anonymous. Assume that everything you write can be traced back to your organisation (in this case SLSQ), if not you personally.
- 3.2 Due to the unique nature of SLSQ, the boundaries between your work, volunteer time and social life within lifesaving can often be blurred. It is therefore essential that you make a clear distinction between what you do in a professional capacity and what you do, think or say in your capacity as a volunteer for SLSQ. SLSQ considers all members of SLSQ are its representatives.
- 3.3 Honesty is always the best policy, especially online – It is important that you think of the web as a permanent record of your online actions and opinions.

4. Usage

- 4.1 All your current professional responsibilities at SLSQ remain in force. For the sake of clarity: whatever you do online:
 - must not interfere with your work commitments;
 - must not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
 - must not comment on, or publish, information that is confidential or proprietary to SLSQ, our affiliates, partners or sponsors; and
 - must not bring the organisation or surf lifesaving into disrepute.
- 4.2 Furthermore: you may not use the SLSQ brand to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are yours and yours alone, and do not represent or reflect the views of SLSQ.

5. **Branding and Intellectual Property (IP)**

It is important that you do not include the usage of **any** trademarks belonging to Surf Life Saving Australia (SLSA) and SLSQ. These include:

- Club, branch and SLSQ logos,
- The “Life of the Beach” or “Whatever it Takes” slogans,
- Images depicting surf lifesaving volunteers, staff and/or equipment,
- Images with the red and yellow flags,
- Images featuring the SLSA red and yellow noddy /patrol caps or
- Images featuring the official SLSA/SLSQ red and yellow patrol uniforms.

5.1 Personal Use

- You should not use any SLSQ/SLSA intellectual property or imagery on your personal web pages, or on any internet or social networking site.
- You should not post images containing SLSQ/SLSA trademarks nor SLSQ/SLSA personnel.

5.2 Professional Use

When you are using the Internet for professional reasons you should abide by the following principles:

- When creating a new website, social networking page or forum for staff/club member use, you should make sure the appropriate person at a club/branch/state level has given you their written consent to create the page or forum;
- When including the use of a logo you should ensure the appropriate logo (club/branch) is selected and that you have received permission in writing to using or replicating the logo in that format;
- When using other intellectual property associated with SLSQ/SLSA you should ensure you have received appropriate written consent;
- Images that contain SLSQ equipment, staff or logos cannot be used without the prior written consent of SLSQ;
- Images that contain other members of SLSQ not be used without the express permission and consent of those members;
- Images of minor children may not be replicated on any site without the written permission of the child’s parent and/or guardian.

6. **Official Surf Life Saving (SLS) blogs, social pages and online forums**

When using official SLS blogs, social pages and online forums, please remember the following:

- Posts must not contain, nor link to, pornographic or indecent content;
- Some hosted sites may sell the right to advertise on their sites through ‘pop up’ content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the ‘pop up’ content cannot be controlled;
- Employees must not use SLSQ online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

7. **Consideration towards other members of staff when using Social Networking sites**

7.1 Social networking sites allow photographs, videos and comments to be shared with thousands of other users.

Please consider that it may not be appropriate to share work-related information in this way.

For example, there may be an expectation that photographs taken at a private SLSQ event will not appear publicly on the Internet, both from those present and perhaps those not at the event. You could potentially breach the privacy act or inadvertently make SLSQ liable for breach of copyright.

Staff should be considerate to their colleagues in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about a colleague if that colleague asks them to do so.

7.2 Under no circumstance should offensive comments be made about SLSQ staff or volunteers online. This amounts to cyber-bullying and will be deemed a disciplinary offence.

8. **Friends & Connections**

Use your best judgment in deciding whether, and on what level, you want to connect to clients, peers, colleagues, supervisors, vendors, journalists and members on a social network site.

Please note that SLSQ will stand behind your decision to keep online relationships with the above groups strictly professional.

9. **Breach of Policy**

A breach of this policy will result in disciplinary action from SLSQ. A breach of this policy may also amount to breaches of other SLSQ/SLSA policies. This may involve a verbal or written warning or in serious cases, termination of your employment or engagement with SLSQ. Volunteers will be disciplined in accordance with SLSQ/SLSA disciplinary regulations.

10. **Consultation or Advice**

If you are unsure as to your rights, liabilities or actions online and you would like some clarification, please discuss with your manager or the SLSQ Marketing and Communications Department.

Revision date: <date>