



COLLARROY SLSC SOCIAL MEDIA POLICY

Relevant Principle

Collaroy SLSC applies a consistent, coordinated and defined approach to the communication and management of information to ensure it is authorised, accurate, lawful, appropriately managed and clearly presented.

Purpose

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content.

Collaroy SLSC embraces social media as an important tool of communication and business engagement. It also encourages its members and contractors to use social media in a personal capacity, as a way to reach out and share information and views with friends and communities – both old and new.

This policy sets out what Collaroy SLSC's expectations are when you use social media to talk about Collaroy SLSC, its members its services, its competitors and/or other business related individuals or organisations. It describes Collaroy SLSC's 3 Rs of Social Media Engagement, which are 'guardrails', designed to protect the interests of members, contractors and Collaroy SLSC.

The 3 Rs ask that when you engage in social media

- you be clear about who you are **representing**;
- you take **responsibility** for ensuring the information you are sharing, including any references to Collaroy SLSC, is factually correct and accurate and does not breach confidentiality requirements; and
- you show **respect** for the individuals and communities you interact with.

Application

This is one of the Rules of Collaroy SLSC and it applies to all Collaroy SLSC Members and contractors and to any other person who is notified that this rule applies to them.

If you use social media as part of your work, are **officially accredited** to represent Collaroy SLSC in social media, or if you are discussing Collaroy SLSC or Collaroy SLSC related issues in your **personal use** of social media platforms, then this Rule will be particularly relevant to you and should be closely reviewed.

If you would like to clarify aspects of this Rule and how it applies to your own circumstances, contact the Club Secretary who will direct you to the relevant person.

Policy

1. Social media platforms include:

- external and internal social networking sites eg Facebook, Twitter, Linked In, Instagram, MySite and Yammer;
- video and photo sharing websites eg Flickr, YouTube;
- micro-blogging sites eg Twitter;
- weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications;
- forums and discussion boards eg Whirlpool, Yahoo! Groups or Google Groups;
- online encyclopaedias eg Wikipedia;
- any other web sites that allow individual users or companies to use simple online publishing tools.

2. **Official Collaroy SLSC presence in social media platforms**

2.1 Collaroy SLSC is actively involved in a variety of social media platforms (eg facebook.com & website. This activity is centrally coordinated to deliver the best experience to Collaroy SLSC members and to protect and enhance the Collaroy SLSC brand. As part of this central coordination the committee specifically accredits certain persons to represent Collaroy SLSC in an official capacity on particular social media platforms.

2.2 Even if you have not been accredited to represent Collaroy SLSC in an official capacity on particular social media platforms you are still encouraged to actively engage in social media activities where (for example) this can aid you in positive communication with the general public or help to build Collaroy SLSC's name. However you must not create your own unofficial Collaroy SLSC presence such as an account page or identity using the surf clubs name or symbols. Further, you must not:

- imply that you are authorised to speak on Collaroy SLSC's behalf;
- include Collaroy SLSC's logos in your postings;
- create social media accounts that imply a connection with Collaroy SLSC.

Collaroy SLSC's 3 Rs of Social Media Engagement

3. Collaroy SLSC's 3 Rs of Social Media Engagement are Representation, Responsibility and Respect and apply differently, depending on whether you:
- represent Collaroy SLSC in an official capacity (refer 3.1);
 - use external social media tools for personal use (refer 3.2);

3.1 Representing Collaroy SLSC on external social media platforms

You can only represent Collaroy SLSC on external social media platforms if you are officially accredited to do so. To become an authorised Collaroy SLSC representative on a social media platform, you must have approval from the Executive Committee.

This section outlines how the 3 Rs apply if you are accredited to represent Collaroy SLSC.

Representation

- You must
 - disclose that you are a Collaroy SLSC member or contractor and be clear about what you are representing, and what your role and accountabilities are;
 - disclose only publicly available information. You must not comment on or disclose confidential Collaroy SLSC information (such as financial information, future business performance, business plans). If you need to clarify what Collaroy SLSC information is publicly available, refer to Executive Committee.

Responsibility

- You must:
 - ensure that content you publish is factually accurate and complies with relevant Executive directive, particularly those relating to confidentiality and disclosure;
 - ensure you are not the first to make a Collaroy SLSC announcement, unless you have received the appropriate clearances and approvals of the Executive Committee
 - only offer advice, support or comment on topics that fall within your area of responsibility at Collaroy SLSC. For other matters, alert the topic expert who is able to assist you.
 - not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to any person or entity;
 - not disclose other people's personal information in social media venues, and comply with the Privacy Policy of SLSA.

Respect

- You must:
 - be respectful of all individuals and communities you interact with online;
 - be polite and respectful of other opinions, even during heated discussion and debate;
 - adhere to the Terms Of Use of the social media platform being used, and seek to conform to the cultural and behavioural norms;
 - respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms.

3.2 Personal use of Social Media

This section outlines how the 3 Rs are applied if you choose to make references to Collaroy SLSC, its members, SLSA, its competitors, or other business related individuals or organisations when you are using a social media platform in a personal capacity. It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing an official Collaroy SLSC or SLSA position.

Representation

- You must:
 - identify yourself as a Collaroy SLSC member or contractor if you refer to Collaroy SLSC, its members and services, its competitors or other business related individuals or organisations;
 - not imply that you are authorised to speak on Collaroy SLSC's behalf;
 - not knowingly use the identity of another Collaroy SLSC member or contractor (including name or variation of a name);
 - be mindful not to damage Collaroy SLSC's reputation or commercial interests, or bring Collaroy SLSC into disrepute;
 - disclose only publicly available information. You must not comment on or disclose confidential Collaroy SLSC information (such as financial information, business plans). If you need to clarify what Collaroy SLSC information is publicly available, refer to Executive Committee
 - not include Collaroy SLSC's logos or trademarks in your postings.

Responsibility

- You are personally responsible for the content of your posts online. You must:
 - ensure that information you provide about Collaroy SLSC members and services is informed and factually accurate;
 - be mindful to ensure that when you offer your personal perspective on a matter related to Collaroy SLSC, it does not cause damage to Collaroy SLSC or to SLSA and their interests;
 - use a disclaimer to ensure that your stated views and opinions are understood to be your own and not those of Collaroy SLSC when you:
 - refer to the work done by Collaroy SLSC;
 - comment on any Collaroy SLSC-related issue; or
 - provide a link to a Collaroy SLSC website.
 - use a permanent disclaimer if you refer regularly to Collaroy SLSC or collaroy SLSC related issues. For irregular Collaroy SLSC references, use a disclaimer on a case by case basis. An example of a disclaimer is: "the views expressed in this post are mine only and do not necessarily reflect the views of Collaroy SLSC";

- ensure you are not the first to make a Collaroy SLSC announcement;
- ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to any person or entity.

Respect

- You must:
 - be respectful of all individuals and communities with which you interact online;
 - be polite and respectful of other opinions, even during heated discussion and debate;
 - adhere to the Terms Of Use of the social media platform being used, and seek to conform to the cultural and behavioural norms;
 - respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms.

Breach of Policy

If you do not comply with this Club Policy you may face disciplinary action. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of your membership.