



## **Raglan Surf Lifesaving Communication and Social Media Policy**

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## Raglan SLSC Communication and Social Media Policy – Contents

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## **1. Social Media Policy Overview**

### **Awareness**

Raglan Surf Lifesaving Club (the “Club”) Members will be kept aware of what defines Member Protection and the Social Media Policy.

**Purpose:** This policy is intended to provide Raglan Surf Life Saving Club (**RSLSC**) 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). **RSLSC** expects its staff, members and volunteers to use social media in accordance with this policy. **RSLSC** exists to save lives, create great New Zealanders and build better communities. Communications and representations made by and within the **RSLSC** community should reflect this mission.

- 2. PURPOSE AND OBJECTIVE** Because of the immediate nature of communication through Social Media, the ability of public to comment, and

the difficulty in moderating content, social media poses risks that other forms of media do not- such as permanency. The purpose of this policy is to clearly outline appropriate use of social media applications, in order to ensure that the risk to **RSLSC** is minimised wherever possible. These risks include security of data, prevention of viruses, damage to the reputation of **RSLSC** because of material appearing in the public domain, and potential harm to staff through activities such as cyber bullying.

3. **SCOPE** Applies to the utilisation of **RSLSC** social media platforms - including but not limited to Facebook, Twitter, Instagram, Tik Tok, Messenger, YouTube and personal use of platforms that relates to RSLSC.
  
4. **DEFINITIONS** Social Media: Social media is the term for Internet based tools used for publishing, sharing and discussing information; including (but not exclusively) blogs and social networking sites such as Facebook, Instagram, Twitter, YouTube and LinkedIn. ICT Information and Communication Technology File Sharing File sharing is where –
  - a. material is uploaded via, or downloaded from, the Internet using an application or network that enables the simultaneous sharing of material between multiple users; and
  - b. uploading and downloading may, but need not, occur at the same **RSLSC** Media Policy time.
  
5. **RELATED POLICIES AND PROCEDURES**
  - SLSNZ Media Policy
  - SLSNZ Code of Conduct
  - Club Member Protection Policy
  
6. **EXCEPTIONS** There are no exceptions to this policy unless otherwise granted by the Board.
  
7. **RESPONSIBILITIES** It is the responsibility of **RSLSC** to ensure that any members given authority to use Social Media sites on behalf of the club understand and follow the Social Media policy. They must also understand the implications of their conduct on Social Media sites to both **RSLSC**,

SLSNZ and its partners.

## 8. POLICY

### a. General conduct on social media sites:

- i. Do not use **RSLSC** logos or trademarks unless approved to do so.
- ii. Respect your audience and your fellow lifeguards. Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in **RSLSC**'s workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory—such as politics and religion.
- iii. Do not cite or reference clients, partners, suppliers, or sponsors, or use their logos/imagery etc, without their approval. When you do make a reference, link back to the source. Do not publish anything that might allow inferences to be drawn which could embarrass or damage a client, partner, supplier, or sponsor.
- iv. Under no circumstance should offensive comments be made on the Internet. This may amount to cyber-bullying and could be deemed a disciplinary offence.
- v. Under no circumstance should any sponsor or partner of **RSLSC** be mentioned on a social media site without prior permission of that sponsor/partner, and compliance with their internal social media policies.

### b. Protocols when acting as an official representative of RSLSC:

- i. The protocols that apply when you are acting as an official representative of **RSLSC** are the same whether you are talking to the media, speaking at a conference or using social media.
- ii. All posts/comments should be written from the perspective of **RSLSC**(or the particular page) and not attached to particular members/admin.
- iii. You should only disclose information, make commitments or engage in activities when you are authorised to do so.

- iv. You should remember that your comments will often be permanently available and able to be reproduced in other media. Don't assume that if you delete something, it is gone forever or hasn't already been captured.
  - v. You should ensure that any comment you make is appropriate to the position you hold.
- c. Protocols when acting in a private capacity:** Surf Life Saving members have the same rights of free speech as other New Zealanders but with some additional obligations:
- i. Regardless of the media being used, you must not do anything which could harm the reputation of **RSLSC**, and you must not disclose any **RSLSC** material that you are not specifically authorised to disclose.
  - ii. If you publish content online relevant to **RSLSC** in your personal capacity use a disclaimer such as: "the postings on this site are my own and don't represent **RSLSC's** positions, strategies or opinions." But don't assume that this removes the association or reflection on **RSLSC** completely.
  - iii. Be aware of your association with **RSLSC** in online social networks and the ability to link you to **RSLSC** as a member. If you choose to identify yourself as a member of **RSLSC**, ensure your profile and related content is consistent with how you wish to present yourself publically.
  - iv. Be aware that by 'liking' or sharing posts, that can be perceived as you endorsing it.
  - v. Even if you use privacy tools, assume that everything you post, write, exchange or receive on a social media site is public.
  - vi. You should remember that your comments will often be permanently available and able to be reproduced in other media. Don't assume that if you delete something, it is gone forever or hasn't already been captured.
- d. Copyrights, fair use, and authentication:**
- i. Authentication is essential: Verify sourcing after collecting information online. When transmitting information online,

apply the same standards and level of caution you would in more formal publication. Always give proper credit for others' work – be it images, writing, or otherwise.

- ii. Ensure publishing rights have been given before publishing attributed work(s).
- iii. One must operate within the legal parameters of the Copyright (Infringing File Sharing) Amendment Act 2011 when uploading or transferring information across Social Media platforms.

**e. Reporting the misuse or misrepresentation of RSLSC on social media platforms:**

- i. **RSLSC** views this seriously and any believed misuse of social media platforms or misrepresentation of **RSLSC** in the public arena should be communicated directly to the Board.
- ii. While the allegation of misuse/misrepresentation is being investigated, the offending material will be immediately removed until the matter is resolved.
- iii. Please note that any member found to have deliberately, and with full knowledge, misused a social media site, or misrepresented **RSLSC** in such a forum will face disciplinary action.

**f. Moderation:**

- i. If maintaining an account (ie Facebook, Twitter, Instagram or YouTube) on behalf of your 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 **RSLSC** or its sponsors must be removed as soon as possible.

**g. Live Feed:**

- i. Where live feed is being used, steps will be taken to ensure that inappropriate images are not streamed to a club or **RSLSC** site. These steps will include: - Mounting cameras in such a way that the public cannot tamper with them, or

manipulate the footage - Monitoring the feed on a regular basis - Moderating user-based content

**9. Additional Notes:**

- a. Using social media sites means that one (and one's submitted and/or uploaded content) is subject to their terms of service. This can have legal implications, including the possibility that your interactions could be subject to a third-party subpoena. The social media network has access to and control over everything you have disclosed to or on that site. For instance, any information might be turned over to law enforcement without your consent or even your knowledge.

**10. PRIVACY** Do not provide **RSLSC's** or another's confidential or other proprietary information and never discuss **RSLSC** business performance or other sensitive matters publicly. For example, ask permission before posting someone's picture or personal contact details) in a social network or publishing in a blog a conversation that was meant to be private.

**11. REFERENCES** Copyright (General Matters) Regulations 1995 Copyright Act 1994 No 143 (as at 07 October 2011), Public Act Copyright (Infringing File Sharing) Regulations 2011 Copyright (Infringing File Sharing) Amendment Act 2011.

**12. REVIEW** This policy will be reviewed one year from publication and once every year thereafter due to the fluid nature of Social Media and the Internet.