MC04
Surf Life Saving Queensland
MARKETING & COMMUNICATIONS

DATE   31 January 2014
SUBJECT   Social Media and Online Communications Policy
DRAFTED BY   SLSQ Media and Communications

The following policy statement is to be presented to the Board of Directors with a recommendation that it be adopted as State Policy:

POLICY

1.   Purpose

The Internet provides a number of benefits in which members of Surf Life Saving Queensland (SLSQ) may wish to participate, and SLSQ supports the principle that participation in online communities – such as social networking sites, wikis, blogs, microblogs, video and audio sharing sites and message boards that allow people to easily publish, share and discuss content – can promote better communication between SLSQ and its employees and volunteers as well as promote staff and volunteer expertise.

SLSQ encourages all of its staff, volunteers and contractors to explore and engage in social media communities at a level at which they feel comfortable. Have fun when engaged in social media, but also be smart and act responsibly. The same principles apply in social media spaces as in other areas of their lives; use the same sound judgment and common sense you would use in the physical world when in the online worlds.

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 organisation 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.

2.   Scope

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."

The policy operates on a 24 hour basis, including activities occurring outside of work hours or outside of SLSQ duties. The policy covers all areas of SLSQ and all forms of social media and online interaction, including but not limited to:

- Maintaining a profile page on social or business networking sites (including LinkedIn, Facebook, Twitter, Instagram and You Tube);
- 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); and
- Editing a Wikipedia page.

Although this policy seeks to provide some guiding principles to follow when experimenting and utilising the fast moving technology of the Internet, in the absence of a relevant principle we ask that you employ common sense or seek advice from SLSQ. Be guided by this policy 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.

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 to you personally.

3.2 Understand that information you post is in the public domain and will remain so for an extended period of time. All posts on social media sites are likely to be indexed and stored, either via search engines or through bloggers who reference your posts.

3.3 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 employees and members of SLSQ are its representatives.

3.4 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.

3.5 Honesty is always the best policy, especially online.

4. **Usage**

4.1 Always adhere to SLSQ's values and strategic imperatives as well as follow the Code of Conduct and all other relevant policies, including but not limited to:

- Surf Life Saving Queensland Constitution;
- Surf Life Saving Queensland Code of Conduct;
- Copyright Act;
- Privacy Act;

- Surf Life Saving Queensland Policies for Internet, Email and IT usage.

4.2   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.

4.3   Furthermore, you must not use the SLSQ brand to endorse, promote, criticise or degrade any product, opinion, cause, decision 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)**

The brand of Surf Life Saving in Australia is iconic and its strength significantly contributes to the value of the movement's Intellectual Property (IP). The protection of the branding and IP of Surf Life Saving Australia (SLSA) and SLSQ is therefore of great importance to these organisations.

It is important that you do not include the usage of **any** trademarks belonging to SLSA and SLSQ. These include:

- Club, branch, state and national body logos;
- The "Australian For Life" slogan, or any other state or national campaign slogan;
- Images depicting surf lifesaving volunteers, staff and/or recognised surf lifesaving equipment;
- Images that incorrectly or negatively represent the red and yellow flags;
- Images featuring the SLSA red and yellow noddy /patrol caps;
- 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 or SLSQ/SLSA personnel.

5.2   Professional Use

- 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 use or replicate 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 cannot 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, remember the following:

- Posts must not contain, nor link to, pornographic, indecent or offensive 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 others

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 and members 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.

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