

Kurrawa Surf Life Saving Club and Kurrawa SLSC Supporters Association Inc.

Social Media Policy

Purpose

Social Media is all around us in today's society, whether you actively choose to participate in it or claim to be oblivious to the entire concept. This concept is the main argument for the world becoming smaller and a single piece of information becoming viral in a matter of minutes.

Here at Kurrawa SLSC Supporters Club Inc. and Kurrawa Surf Life Saving (referred to herein as "Kurrawa") we pride ourselves on our online presence as well as our online relationships.

This policy aims to provide guidance in regards to all forms of social media, both personal and professional use. In circumstances where guidance has not been given, we ask that you use common sense or sought out advice from those who have approved this policy.

Given the rate in which the Social Media scope expands, this policy will be reviewed regularly to help ensure it remains relevant and applicable.

It is the responsibility of the individual to have a knowledge and understanding of this policy. If there are any aspects of this policy that require clarification for you, your first point of contact should be Kurrawa's Marketing and Communications team.

Scope

This policy is applicable to all Kurrawa employees, Committee and Board Members, active, patrolling, long service and cadet SLSC Members as well as any other persons whom have received verbal or written communication stating that this policy applies to them. In this policy, all of the above mentioned persons are referred to as 'you' or 'team member(s)'.

This policy does not apply to any team members using any social media platforms for personal use where he or she makes no reference to the Kurrawa brand, its business, products, services, events or team members.

Kurrawa's Social Media Policy includes, but is not limited to:

- Social networking sites, e.g. Facebook, MySpace, Bebo, Friendster and LinkedIn;
- Video and photo sharing websites, e.g. YouTube, Flickr and Instagram;
- Micro-blogging and activity stream sites, e.g. Twitter;
- Blogs and blogging platforms, e.g. Tumblr, Wordpress and Blogger;
- Public and private online forums and discussion boards; and
- Online encyclopedias, e.g. Wikipedia.

Guiding Principles

Kurrawa has recognized the need to provide its team members with appropriate guidelines governing the use of social media when relating to the Kurrawa brand. This policy is applicable when referring to or includes Kurrawa information in relation to its business, products, services, events or team members.

The use of social media by businesses and their team members may also be subject to competition laws, intellectual property laws, privacy laws, gaming laws, anti-discrimination laws, employment laws, as well as advertising standards. Breaching any of these laws or standards can adversely affect Kurrawa as a business and its brand.

The web is not anonymous. Team members should assume that all information they distribute online can be traced back to them. You are accountable for your actions and information that is communicated via your personal social media accounts.

Due to the unique nature of Kurrawa within the Surf Life Saving family, 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 Kurrawa team member. Kurrawa considers all of our team members as an extension of our brand.

Usage

- Communications must not include or link to discriminatory, defamatory, abusive or otherwise objectionable language, sexually explicit material, 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, hate speeches and overt racism; material extolling the inherent or moral superiority or inferiority of a particular race, ethnic group, or sexual orientation; racial or religious bigotry;
- Communications must not include a stakeholders personal details and information which may compromise the privacy of a person;
- Social media is not be used for the posting or exchanging of information which has the potential to embarrass or bring the Kurrawa brand or its stakeholders into disrepute;
- Communications must not be misleading or untrue;
- Confidential, competitively or commercially sensitive information must not be communicated via social media; and
- It must be abundantly clear that any and all opinions shared are those of the individual and do not represent or reflect the views of Kurrawa.

Branding and Intellectual Property

You must not use any of Kurrawa's intellectual property or imagery on your personal web pages or social networking sites without appropriate referencing. Kurrawa's intellectual property includes but is not limited to:

- Logos and the Club cap pattern;
- Imagery which have been posted on Kurrawa's official social media sites; and
- Photographs that have been captured using a Kurrawa supplied camera.

Third Party Social Media Sites

When creating a website, social networking page/group or forum for team member use, you must ensure that a member of Kurrawa's Marketing and Communications team has given you their written consent to create the web page or forum.

- Any views expressed within a Kurrawa web page or forum are solely those of the individual and do not represent Kurrawa in an official capacity;
- When web page or forum settings are set to private, all information shared within the channel are deemed sensitive. Common sense is sought after in regards to if and what information you choose to share;
- Kurrawa web page or forum administrators must meet specific requirements which are outlined in Kurrawa's Social Media Authorization Policy; and
- At least one member of Kurrawa's Marketing and Communications team must be given administrator privileges to their fullest extent.

Authorized Representatives

The following principles are specifically applicable to those who have received verbal or written communication granting them access to speak on Kurrawa's behalf through the use of Kurrawa's official social media accounts.

- You must have completed Kurrawa's social media induction/training;
- Club related information must be released through Kurrawa's official social media accounts before you can publish such information through your individual accounts;
- Social media should not be used for the promotion or advertisement of businesses that are not considered a Kurrawa partner or sponsor. This includes but is not limited to team members personal businesses or branding;
- Communications must not use the Kurrawa brand to endorse or promote any product, opinion or political candidate; and
- Communications must be in line with Kurrawa's corporate image and policies.

Non Compliance

- Kurrawa will continue to monitor the use of its information technology system to ensure compliance with this policy;
- Team members who fail to comply with this policy may be the subjects of disciplinary action including termination of employment as well as prompt action to remove the offending material where possible;
- Breaches of this policy by team members will be dealt with in accordance to Kurrawa's Code of Conduct and constitution; and
- Kurrawa will not be held liable for the acts and omissions of team members in breach of this policy.

This policy has been written and revised in conjunction with Surf Life Saving Australia's Policy Statement Use of Social Media as well as Surf Life Saving Queensland's Social Media Policy.

February 2014 Version 2.0