



E-News & Social Media Policy

Purpose

The purpose of this policy is to provide guidance for members in recognizing and highlighting the growing popularity of and participation in social media as well as contributions to the SBSC E-News newsletter. SBSC is supportive of members participating in social media and e-news to keep in touch with friends and family, share information or become involved in online discussions.

However, for members who use social media either as part of their job or in a personal capacity, it is important to understand member obligations when the online communication is in any way referencing SBSC or other members.

E-News

The term '*E-News*' for the purposes of this policy refers to the digital newsletter created by SBSC members that includes information about SBSC and sailing information pertinent to members. E-News is emailed to members and also posted on the www.sbsc.net.au website.

Social Media

The term '*Social Media*' for the purposes of this policy should be broadly understood to refer to any online media which allows for user participation, interaction or publishing. Commonly used social media tools include but are not limited to, Facebook, Instagram, Snapchat, Wechat, MySpace, YouTube, Twitter, weblogs, Flickr, forums and discussion boards and wikis.

Policy Application

This policy applies to all members of SBSC.

The policy does **not** apply to :-

- Members personal use of social media or online publishing where no reference is made to SBSC.

Procedures

The following principles apply to use of social media on behalf of SBSC as well as personal use of social media when referencing SBSC

- Members need to know and adhere to SBSC's policies when using social media or contributing to E-News in reference to SBSC
- Members should be aware of the effect their actions may have on their personal and professional image, as well as SBSC's image. The information members post or publish may be public information for a long time.
- Members should be aware that SBSC may observe content and information made available by members through social media. Members should use their best judgement in posting material that is neither inappropriate nor harmful to SBSC or members.
- Members should exercise care and discretion with their use of online communication. Members should work on the assumption that content may be viewed by, sent, forwarded, or transmitted to someone other than who was intended to view the communication.



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- Although not an exclusive list, some examples of prohibited social media or E-News contributions includes posting commentary, content, or images that are defamatory, pornographic, proprietary to SBSC, harassing, libelous, or that can create a hostile club environment.
- Members are not to publish, post or release any information that is considered confidential to SBSC or any of its clients or members. If there are queries as to what is confidential information, members must check with a General Committee member.
- Members should obtain appropriate permission before referring to or posting images or information relating to SBSC or current or former members of SBSC.
- Social media or E-News contributions use should not interfere with a members responsibilities at SBSC. SBSC's computer systems are to be used for club purposes only. When using SBSC's computer systems, use of social media for club purposes is allowed but personal use of social media networks or personal blogging of online content is discouraged.
- Subject to applicable law, online activity that violates any of SBSC's policies may subject a member to disciplinary action or termination of membership.

Responsibilities – Members

- Members are responsible for their own communications online.
- Members should not represent or communicate on behalf of SBSC in the public domain without prior approval from SBSC General Committee.
- Members should refer to SBSC General Committee if they become aware of potential breaches of this policy.

Responsibilities - SBSC General Committee Members

- SBSC General Committee are required to fulfil the same responsibilities as members.
- SBSC General Committee Members must address any suspected breach of this policy and/or discuss the matter with SBSC General Committee.

Breach of Policy

Breach of this policy may lead to disciplinary action, which may range from a warning up to termination of membership, depending on the severity of the breach. If you breach the law governing social media, you may also be held personally liable.

SBSC may amend or vary this policy from time to time.

Policy Date: 15th March 2018