



Social Media Policy of Townsville Yacht Club

Purpose and application

This policy is intended to provide employees and volunteers of **Townsville Yacht Club** ('the club') clarity and guidance on the acceptable use of social media platforms. As part of your conditions of engagement, you agree to use all social media constructively and responsibly. You agree to do so in alignment with the Club's core values particularly where posts relate to or are likely to affect the Club, its members, other patrons, staff, management, committee members, suppliers, stakeholders and its competitors.

You agree that the Club will not be liable, under any circumstances, for errors, omissions, loss or damages claimed or incurred due to any of your internet postings.

The Club reserves the right to suspend, modify, or withdraw its Social Media Policy at any time. You are responsible for regularly reviewing its terms.

Definition

The term 'social media' refers to internet-based applications that enable people to communicate and share resources and information. Some examples of social media include, but are not limited to, blogs, discussion forums, chat rooms, wikis, YouTube channels, LinkedIn, Facebook and Twitter.

1. Using social media tools at work

- 1.1 Using social media tools at work occurs when an employee or volunteer is using social media as a nominated representative of the Club with permission provided by their Manager.
- 1.2 All employees who are authorised to use social media must maintain confidentiality.

2. Personal use of social media

- 2.1 Personal use of social media occurs when an employee or volunteer of the Club is using social media as themselves and they are not officially representing the Club.
- 2.2 Although many users may consider their personal activity on social media to be private, this activity is frequently available to a larger audience than the author may realise. As a result, any online activity that directly or indirectly refer to the Club, its services, staff members or other work-related issues, has the potential to cause damage to the Club's reputation or interests.
- 2.3 Keep in mind that you are personally responsible for anything you publish online and will be held accountable for any action that deliberately breaches the terms of this policy.

3. Confidential Information

- 3.1 You may not use your blog, micro-blog or other social media outlet to disclose the Club's confidential information. This includes nonpublic financial information such as future revenue, earnings, and other financial forecasts, as well as anything related to the Club's strategy, sales, products, policy, management, operating units, and potential acquisitions that have not been made public.
- 3.2 Posts should not speculate on the Club's future plans or business prospects.
- 3.3 Protecting the confidentiality of our employees, customers, partners, and suppliers is also important.



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- 3.4 Do not mention them or the Club's Board Members or management in any online publications without their permission.
- 3.5 Do not disclose items such as sensitive personal information of others or details related to the Club's business with its customers.
- 3.6 Third party social media services use servers that are outside of the Club's control and may pose a security risk. Do not use these services to conduct internal Club business.
- 3.7 Additionally, you may not publish our competitors' proprietary or confidential information.
- 3.8 Take care not to disparage or denigrate competitors.

4. Use of Social Media in General

- 4.1 The Club reserves the right to monitor your participation in social media activities related to the Club's business, products, employees, customers, partners, or competitors. We count on our employees to help ensure that the Social Media Policy is being followed.
- 4.2 Misconduct in relation to the use of social media must be reported to the Manager, Townsville Yacht Club (e.g. copyright violations, harassment, misstatements).
- 4.3 Do not post anything that is false, misleading, obscene, defamatory, profane, discriminatory, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity. This includes, but is not limited to, comments regarding our employees, partners and competitors. You may not personally attack fellow employees, customers, vendors or committee members.
- 4.4 Make sure to respect others' privacy. Be aware that false or defamatory statements or the publication of an individual's private details could result in legal liability for the Club and you. For this reason, Club employees with personal blogs that discuss the Club's business, products, employees, customers, partners, or competitors should include the following disclaimer in a visually prominent place on their blog: "The views expressed on this [blog; Web site] are my own and do not necessarily reflect the views of Townsville Yacht Club." Similarly, if you appear in a video, you should preface your comments by making it clear that you are not a spokesperson for Townsville Yacht Club and your opinion doesn't necessarily reflect that of the Club.

5. Copyright Material

- 5.1 You must recognize and respect others' intellectual property rights, including copyrights.
- 5.2 While certain limited use of third-party materials (for example, use of a short quotation that you are providing comment on) may not always require approval from the copyright owner, it is still advisable to get the owner's permission whenever you use third-party materials.
- 5.3 Never use more than a short excerpt from someone else's work, and make sure to credit and, if possible, link to the original source.
- 5.4 Trademarks such as logos, slogans and various digital content (art, music, photos, etc.) may require permission from the copyright owner. It is your responsibility to seek that permission if you intend to use any such trademarked content.

6. Breaches of the social media policy



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- 6.1 Misuse of Club social media or social media that you participate in privately, may negatively impact or potentially negatively impact on the Club's reputation, its competitiveness or its members, other patrons, staff, management or Committee members.
- 6.2 Breach of this policy may lead to disciplinary action, which may range from a warning up to termination of employment, depending on the severity of the breach. If you breach the law, you may be held personally liable.

If you have any questions regarding this policy, please contact Mark Cruickshank, Manager.

Last Reviewed: July 2019