



# Townsville Yacht Club

## Social Media Policy

### Intent

This Policy outlines Townsville Yacht Club's (TYC) expectations of Staff, Members and Volunteers with respect to the publication or posting of content, opinion and other contributions on Social Media, particularly where there is an identifiable connection with the Club (regardless of whether the posting is on a TYC Social Media site or on another site). The principles and expectations in this Policy provide TYC with an effective way to manage, monitor and maintain the use of Social Media for its Staff, Member and Volunteers, supporting them to make a meaningful and constructive contribution to public discourse on events and activities managed by the TYC.

### Scope

This policy applies to all Townsville Yacht Club Staff, Members and Volunteers who:

- create content and social media sites on behalf of TYC;
- post content on social media platforms that are managed, owned or controlled by TYC;
- act, or purport to act, as an authorised representative of TYC via any Social Media platform;
- use Social Media in a personal capacity and identify their connection with TYC; or
- where the use of Social Media may adversely impact or affect TYC or members of the TYC community (including Staff, Members and Volunteers).

In social media networks, the lines between public and private, personal and professional can be blurred so Staff, Members and Volunteers must be aware that what is intended to be said in a personal capacity may be linked or associated with the TYC.

This Policy does not apply to:

- the use of Social Media by a member of the TYC Community where there is no identifiable connection with the TYC, its Staff, Members or Volunteers; or
- communications which are made in a private and personal capacity, unrelated to TYC activities.



There may be unrelated profiles, pages or accounts that have no clear connection with the TYC but may include comments about TYC. The TYC is not able to directly influence these accounts, apart from conversations with site authors and platform owners. Examples include online communities that informally discuss sailing or racing activities.

## Policy

### *Context*

Townsville Yacht Club:

- encourages and supports the ideal of the 'engaged member' or 'engaged volunteer' who, via Social Media and public commentary, are participating in the sharing of information, opinions and ideas that showcase the TYC's activities, or otherwise contribute to public discourse;
- expects that the same high standards of communication, behaviour and conduct are observed and complied with online as those standards that are expected personally in the workplace and/or in the Club environment;
- recognises the power of Social Media to communicate beyond traditional audiences;
- sees the potential to enable Staff, Members and Volunteers to engage utilising a platform of equity; and
- understands Social Media provides succinct communication options across multiple platforms.

Staff, Members and Volunteers must be mindful of the speed and reach of content posted on social media. Comments posted online are available immediately to a wide audience.

### *Use of Social Media*

The following expectations apply to Staff, Members and Volunteers use of official or personal Social Media where there is an identifiable connection with the TYC:

1. Staff are to identify themselves when engaging on Social Media in their Official Capacity.
2. All Official TYC Social Media sites are to comply with the TYC branding requirements.
3. Any accounts, pages or platforms existing without prior authorisation as required will be subject to review when discovered and may be amended or removed. Unofficial TYC related Social Media presences not managed or approved by the TYC must not use the TYC logo, purport to represent the TYC, breach the social media platform terms of service, or breach the TYC's Code of Conduct.



4. Staff, Members and Volunteers will communicate in a professional manner and otherwise comply with the Code of Conduct when they are using Social Media in their Official Capacity or are otherwise associating themselves with the TYC.
5. Individual Staff are only to offer advice, support or comment on topics that fall within their area of responsibility or professional expertise.
6. Staff, Members and Volunteers are to act in good faith and to uphold the good reputation of the TYC when initiating or responding to Social Media. Specifically, staff, members and volunteers are not to make disparaging or denigrating remarks about other competitors, volunteers or race management on Social Media.
7. Staff, Members and Volunteers will not disclose confidential information or information that may bring the TYC, our employees, customers, partners and suppliers into disrepute, on Social Media.
8. Staff, Members and Volunteers should not speculate on the Club's future plans or business prospects on Social Media.
9. Staff, Members and Volunteers are to always respect the privacy of others and are not to mention TYC Board members, Committee members or management in any online publications without their permission.
10. Staff, Members and Volunteers are not to disclose sensitive or personal information of other Staff, Members or Volunteers or details related to the Club's business with its customers.
11. Staff, Members and Volunteers are to respect copyright and not post, or seek to post, content that includes material that is not their original work or that in any way infringes copyright or the intellectual property of another person (including the TYC) without proper attribution and/or acknowledgment of that work. This may include photographs or videos.
12. At all times while engaged in Social Media, Staff, Members and Volunteers will act in accordance with the TYC Code of Conduct, and other applicable policies and procedures of the TYC.
13. Staff, Members and Volunteers' Social Media use in connection with TYC must not breach privacy, copyright, human rights and anti-discrimination laws, or any other laws. Interactions on TYC'S Social Media are not to include content that is illegal, harassing, hateful, or racist including but not limited to:
  - a. profanity;
  - b. spurious or derogatory comments;
  - c. sexually explicit language, videos or images;
  - d. copyrighted material (without lawful excuse or permission);
  - e. defamatory content;



- f. another person's personal information (including phone numbers and email addresses); or
- 14. The TYC monitors its official Social Media sites and may determine, in its absolute discretion, to remove (without notice) any content including comments, photos, videos or other content that is considered inappropriate, or block contributors who post content that is considered inappropriate from posting to TYC social media sites.
- 15. The TYC will examine postings on external Social Media sites of which it becomes aware, that threaten or incite harm to its Staff, Members and Volunteers, or facilities, or any postings that threaten the TYC's reputation, particularly when the posting is false or misleading. The TYC will act to the extent possible where it considers a posting breaches this or any other Policy.

#### *Reporting and Complaints regarding the use of Social Media*

- 15. Any person can report content they believe is inappropriate to the site Administrator (Manager of the TYC) or, where relevant, the Moderator of the specific Social Media website, online platform or online application on which the content appears.
- 16. Any reporting or complaint regarding the moderation of a TYC Official Social Media site needs to be addressed at first instance with the site's moderator (Manager, TYC).
- 17. Any complaint regarding use of Social Media will be managed through the processes identified in the Code of Conduct and may lead to disciplinary action. For staff, disciplinary action may range from a warning up to termination of employment, depending on the severity of the breach. For members, disciplinary action may include withdrawal of certain privileges, suspension or termination of their membership, depending on the severity of the breach. If you breach the law, you may be held personally liable.
- 18. Any person can also report serious cyber-bullying or stalking behaviour to the Australian Cybercrime Online Reporting Network (ACORN).

## **Related Policies or Instruments**

Constitution of the Townsville Yacht Club

Code of Conduct

Communication Policy

Internet and Email Policy



## Definitions

This Policy uses the following defined terms:

<b>Official Capacity</b>	Use of Social Media as an official or authorised representative of the TYC in the conduct TYC operational activities
<b>Official Social Media site</b>	Means any Social Media account or platform that uses the TYC's logo and/or name, and represents the TYC.
<b>Personal Capacity</b>	Use of Social Media in a capacity other than an Official Capacity.
<b>Social Media</b>	<p>Are websites, online platforms, and online applications that are designed to allow information to be created, shared, discussed and disseminated. Social Media include the sites, tools, channels and platforms used to publish user-generated content (which can be the form of information or opinions) and promote social connections and conversations. Social Media may include but is not limited to:</p> <ul style="list-style-type: none"><li>• Social networking sites (eg: Facebook, LinkedIn, MySpace)</li><li>• Video and photo sharing website (eg: YouTube, Flickr)</li><li>• Blogs, including corporate blogs, personal blogs or blogs hosted by media publications</li><li>• Micro-blogging sites (eg: Twitter/X)</li><li>• Forums and discussion boards (eg: Google groups, Whirlpool)</li><li>• Wikis and online collaboration tools (eg: Wikipedia)</li><li>• Vod and podcasting</li><li>• Email and instant messaging</li><li>• Virtual communities (eg: Second Life)</li><li>• Apps or applications (eg: SnapChat, WhatsApp, WeChat)</li><li>• Any other websites that allow individual users or organisations to post comments to the web.</li></ul>

## Administration

Version	Review Date	Approval Date	Details	Contact
9/2024	25/9/2024		Policy re-drafted to make clear scope includes members and volunteers	Mark Cruickshank, Manager, TYC