

SOCIAL MEDIA POLICY

TABLE OF CONTENTS

1. BACKGROUND
2. SOCIAL MEDIA DEFINITION
3. STATEMENT AND SCOPE
4. LEGISLATIVE AND POLICY FRAMEWORK
5. POLICY REQUIREMENTS
6. POLICY EXPECTATIONS
7. TACTICAL GUIDELINES FOR MEMBERS
8. COMPLIANCE
9. REVIEW AND ACCESS

Last revision: March 2022

BACKGROUND

1. Rotary Club of Sydney Cove (**Club**) has developed this Social Media Policy (**Policy**) to regulate the use of social media by Club members and others associated with the Club.
2. The Policy covers the use of electronic media for engagement within and between the Club and the community by Club members, guests (including guest speakers), volunteers, contractors, partners (who have agreed to be bound by the Policy) and third parties with whom the Club has dealings (**Restricted Persons**).
3. The Policy demonstrates the Club's commitment to best practices and appropriate etiquette for social media use and its desire to manage the risks associated with social media use by adopting the Policy.
4. To protect and preserve the reputation and integrity of the Club, the Policy will apply to the wide range of technologies commonly referred to as 'social media' which represent a risk as well as an opportunity because they can connect large numbers of people with relative ease.

SOCIAL MEDIA DEFINITION

5. Social media means online social networking or Web 2.0 technologies services and tools used for publishing, sharing and discussing information, including without limitation blogs or web logs, electronic forums or message boards, micro-blogs (eg: Twitter™), social networking websites (eg: Facebook®, Instagram®, Snapchat®, Whatsapp®, LinkedIn®, Google+™), video sharing sites (eg: YouTube™) and any other electronic media that allow individual users to upload and share content regardless of the format.

STATEMENT AND SCOPE

6. The Policy outlines requirements for compliance with confidentiality, governance, legal, privacy and regulatory parameters when using social media to conduct Club business.
7. This Policy aims to:
 - a) inform appropriate use of social media tools for the Club;
 - b) promote useful market engagement through the use of social media;
 - c) minimise and mitigate problematic communications; and
 - d) manage the inherent risks and challenges of speed and immediacy.
8. The Policy should be read in conjunction with other relevant policies and procedures of the Club (as amended from time to time) and is not intended to cover personal use of social media where the author publishes information in their personal capacity and not on behalf of, or in association with, the Club and no reference is made to the Club or its activities.

LEGISLATIVE AND POLICY FRAMEWORK

9. The Restricted Persons are expected to demonstrate standards of conduct and behaviour that are consistent with relevant legislation, regulations and policies, including but not limited to the *Sex Discrimination Act 1984* (Cth), *Racial Discrimination Act 1975* (Cth), *Defamation Act 2005* (NSW) and *Corporations Act 2001* (Cth) (**Corporations Act**).

POLICY REQUIREMENTS

10. The active social media accounts of the Club as at 18 September 2021 are:
 - a) Facebook (@Rotary.Club.Sydney.Cove);

- b) Instagram (@rotary_sydney); and
- c) Linked In (<https://au.linkedin.com/Club/rotary-club-of-sydney-cove>).

11. The administrators of Club social media as at 18 September 2021 are:

- a) Jackie Charlton;
- b) Fiona Lavan;
- c) Scout Symons;
- d) Diego Giron;
- e) Marilyn Smith; and
- f) Kathryn Wills (**Administrators**).

12. The Administrators are permitted to post on behalf of the Club's active social media accounts at all times, in accordance with the Policy, without seeking prior authorisation from the Club's board. However, should they want to consult anyone regarding any post or publication, they should consult with the Club Marketing and Communications Chair in the first instance.

13. In the event the Administrators find themselves in an escalating public relations crisis, they should as soon as practically possible consult with the Club Marketing and Communications Chair and Club President.

14. When using social media in relation to the Club, Restricted Persons are expected to:

- a) seek prior authorisation from at least one of the Administrators, unless otherwise agreed (eg. if there is a standing arrangement);
- b) adhere to Club policies and procedures;
- c) behave with caution, courtesy, honesty and respect;
- d) comply with relevant laws and regulations;
- e) only publish information that is accurate, constructive, helpful and informative and correct any errors as soon as practicable should they occur; and
- f) reinforce the integrity, reputation and values the Club seeks to foster.

15. The following content is not permitted under any circumstances:

- a) abusive, profane or language of a sexual nature;
- b) content not relating to the subject matter of that blog, board, forum or site;
- c) content which is false or misleading;
- d) confidential information about the Club or third parties;
- e) copyright or trade mark protected materials;
- f) discriminatory material, illegal material, material designed to encourage law breaking or that could compromise the safety of any person;
- g) materials which would breach applicable laws (Corporations Act and regulations, defamation, privacy, consumer and competition law, fair use, copyright, trade marks);
- h) material that would offend contemporary standards of taste and decency;
- i) material which would bring the Club into disrepute;
- j) personal details of Club directors, employees or third parties;
- k) spam, meaning the distribution of unsolicited bulk electronic messages; and
- l) statements which may be considered to be bullying or harassment.

16. If you have any doubt about applying the provisions of the Policy, any of the Administrators may be consulted prior to using social media to communicate on behalf of the Club.

POLICY EXPECTATIONS

Membership enquiries

17. The Administrators are to respond promptly and politely to all enquiries via the Club's active social media accounts. They should work diligently and to their best ability to accommodate all requests and manage these within the Club.

Media statements

18. Statements or announcements cannot be made through social media channels unless authorised by the Club. No Restricted Person may respond directly if approached by media for comment through social media and must refer the enquiry to the Club Marketing and Communications Chair and Club President.

Personal opinions

19. Restricted Persons should not express personal opinions on Club decisions or business nor be critical of the Club and its members.

Intellectual property

20. Restricted Persons, with written permission from the Board, will use the Club's own intellectual property where possible and shall obtain prior consent where the Club is not the creator or copyright owner, to use or reproduce copyright material including applications, sound recordings (speeches, music), footage (cinematographic vision), graphics (graphs, charts, logos, clip-art), images, artwork, photographs, publications or musical notation.
21. Restricted Persons should also seek consent before publishing or uploading the intellectual property of a third party or before linking to another site or social media application.

Further guidance

22. Should any person need further guidance on the Policy or the appropriateness of any intended social media posts, they are to consult with the Club Marketing and Communications Chair

TACTICAL GUIDELINES FOR MEMBERS

23. Examples of the kind of information and content the Club encourages to be posted on their active social media accounts includes but is not limited to:
- a) Club projects and partnerships;
 - b) good news stories;
 - c) fundraisers (for example, the Regatta);
 - d) membership updates; and
 - e) events.

COMPLIANCE

24. All Restricted Persons must comply with the Policy.
25. Should a Restricted Person fail to abide by the Policy while using social media, they may be blocked from all active social media accounts, have their social media post removed, be subject to disciplinary action and/or such other action as determined by the Club's board.

REVIEW AND ACCESS

26. The Policy will be reviewed regularly.
27. The Policy will be published and promoted to Club members through the Bulletin, on the Club website and on Clubrunner.