



VBSLSC USE OF SOCIAL MEDIA POLICY

Social media offers Venus Bay Surf Lifesaving Club (VBSLSC) the opportunity to share important information both efficiently and effectively about upcoming events, photographs, Surf Sports results, patrolling information to its member base, key stakeholders and the local community.

It is important that VBSLSC's reputation is not impacted by inappropriate use of social media, and that all content respects the club, its members, officials and our sponsors.

The intent of this policy is to include anything posted online where information is shared that might affect individual members, friends of members, officials, sponsors or the Venus Bay Surf Lifesaving Club.

Social media includes, but is not limited to:

- A profile page on social and/or business networking sites such as Facebook, Instagram, Twitter, Snapchat, LinkedIn or MySpace.
- Content sharing sites including Flickr (photo sharing), YouTube and Vimeo.
- Commenting on blogs for personal or business reasons.
- Taking part in online votes and polls.
- Taking part in conversations on public and private web forums (message boards).
- Leaving customer reviews on retailer sites for products or services.
- Editing Wikipedia page.

Venus Bay Surf Lifesaving Club social media:

- Must not contain, or link to libellous, defamatory or harassing content, including illustrations or nicknames.
- Must not comment or publish information that is confidential or in any way sensitive to the Venus Bay Surf Lifesaving Club, LSV, individual members, officials, sponsors or Surf Life Saving.



- Must not bring the Venus Bay Surf Lifesaving Club or Surf Life Saving into disrepute.
- Must not contain, nor link to, pornographic or indecent content
- All material published or used must respect the copyright of third parties

Venus Bay Surf Lifesaving Club members or users of our social media may not use the Venus Bay Surf Lifesaving Club name to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinions shared are those of the individual, and do not represent or reflect the views of the Venus Bay Surf Lifesaving Club.

Any trademarks and/or logos belonging to the Venus Bay Surf Lifesaving Club or our sponsors are not to be used in any personal social media applications.

When creating any new social media application for use by Venus Bay Surf Lifesaving Club members, consent by the Venus Bay Surf Lifesaving Club Board is required.

The Venus Bay Surf Lifesaving Club Board will continually monitor all online activity. Any breaches of this policy should be reported to a member of the Board.

The Board and the appointed Social Media Administrator(s) have the authority to remove any content found online deemed to be offensive, inappropriate or in breach of this policy at any time.

VBSLSC Social
Media Policy
Version 2
Dated: 03/08/2021

