



SOCIAL MEDIA POLICY

Policy overview and purpose

This is the official policy for social media use for all members of the Royal Perth Yacht Club (RPYC). It provides guidelines for RPYC Members and staff relating to their personal use of social media related to RPYC.

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy was developed by RPYC, with the intention of establishing a culture of trust and integrity around the personal use of social media and contains RPYC's guidelines for our community to engage in social media use.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

Governance

RPYC's General Manager and Marketing Manager are responsible for the day to day application of this policy.

Definition

Social media is content created by people using highly accessible publishing technologies. Social media comprises relatively inexpensive and accessible tools that enable anyone (even private individuals) to publish or access information.

Statement of Policy

RPYC recognises that you may wish to use social media in your personal life, thus this policy does not intend to discourage the use of social media providing it is done so responsibly.

However, you should recognise the potential for damage to be caused to the reputation (either indirectly or directly) of RPYC as a recognised member or staff member in certain circumstances should your personal use of social media be irresponsible.

You are personally accountable for all content you publish on a personal capacity on any social media platform.



If you are ever in doubt over the appropriateness of the content you want to post please seek guidance from the Marketing Manager at Royal Perth Yacht Club on (08) 9389 1555 or marketing@rpyc.com.au.

Where your comments or profile can identify that you are a RPYC member or staff member

You must:

- Only disclose or discuss publicly available information
- Ensure that all content published is accurate and not misleading and complies with all relevant RPYC policies
- Be polite and respectful to all people with whom you interact
- Adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws

You must not:

- Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful
- Imply that you are authorised to speak as a representative of RPYC, nor give the impression that the views you express are those of RPYC
- Use your Club email address (employees) or any RPYC logos or insignia
- Use the identity or likeness of another Member or employee
- Use or disclose any confidential information obtained in your capacity as a Member or employee, of RPYC
- Make any comment or post any material that might otherwise cause damage to RPYC reputation or bring it into disrepute

Social Media groups, pages and accounts pertaining to RPYC Sailors, Teams and competitors

When creating a new website, social networking page or forum for Members generally, care should be taken to ensure the appropriate person has given permission to create the page or forum. Similarly, appropriate permissions must be obtained for the use of logos or images from RPYC's Marketing Manager on (08) 9389 1555 or marketing@rpyc.com.au. Images of children may not be replicated on any site without the written permission of the child's parents and/or guardian.



For official RPYC blogs, social pages, Social media groups and online forums:

- Posts must not contain, nor link to pornographic or indecent content;
- Within Groups, no self-promotion, promotion of businesses, advertising of products, or sales are permitted. These spaces are to remain advertising and sales free to ensure Members have a safe space to communicate without the pressure of being asked to purchase products, make donations or support businesses.
- Some hosted sites may sell the right to advertise on their sites through “pop up” content which may be of a questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of “pop up” content cannot be controlled; and
- All materials published or used must respect the copyright of third parties.

Breach of Policy

RPYC will continually monitor online activity in relation to the organisation and the sport. Detected breaches of this policy should be reported to the RPYC Marketing Manager on (08) 9389 1555 or marketing@rpyc.com.au.

If detected, a breach of this policy may result in disciplinary action from RPYC under the RPYC Constitution, By-Laws and other policies. This may involve a verbal or written warning or in serious cases discipline, suspension or expulsion of membership.

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member or have negative impact to RPYC as detailed in this Policy.

Under certain circumstances, cyber bullying (eg: bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain, may be liable for defamation.

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Endorsed by General Committee on 12 June 2018.