

Circular

Title:	SLSQ Member Social Media and Online Communications Policy
Document ID:	191.11.16
Department:	Media and Public Affairs
Audience:	All Staff, All Branches and All Clubs
Summary:	Surf Life Saving Queensland (SLSQ) embraces social media and digital communication as a valuable tool to engage and connect with its membership and other key stakeholder groups. However, with the rapid (and continued) growth and evolution of social media, SLSQ also recognises the need for an updated policy that ensures members and volunteers who choose to use social media have an understanding about appropriate guidelines and boundaries.
Date:	18.11.16

SLSQ has developed an updated Member Social Media and Online Communications Policy to ensure that members and volunteers of SLSQ understand the organisation's approach to social media, and its expectations for the personal and/or professional use of online communication channels.

Please be advised:

- The ***SLSQ MPA1 Member Social Media and Online Communications Policy*** has been endorsed by the SLSQ Board of Directors and is available for download from the Members Portal, or please find a copy attached
- For the purpose of the policy, social media is defined as any website or application that enables users to create and share content or participate in social and/or online networking
- SLSQ recognises that you use social media in your personal life and the policy is not designed to discourage, nor unduly limit, your personal expression or online activities
- The policy is designed to assist all members and volunteers in using good judgement to post appropriate content to social media
- SLSQ members and volunteers are required to act in the best interests of SLSQ, SLSA and their respective club/s at all times, and this extends to participation on social media channels.

Quick tips: review this checklist when you post to social media

Before using social media, consider the following questions:

- Would I want my club captain, president and /or SLSQ to see this?
- Would I want junior members, nippers or members of the community to see this?
- Could this have negative ramifications for myself, my club, SLSQ or fellow members?
- Am I revealing any sensitive or confidential information about SLSQ or its affiliates?
- Am I adhering to the Member Protection Policy and Privacy Policy?
- Could this negatively impact on SLSQ's reputation or the reputation of an SLSQ partner or sponsor or any other individuals associated with SLSQ?
- Am I adhering to, or displaying, SLSQ's core values?

If in doubt, or if you have any questions pertaining to the policy, please contact SLSQ's Media and Public Affairs department on (07) 3846 8000 or media@lifesaving.com.au.