# Royal Queensland Yacht Squadron

## SOCIAL MEDIA POLICY (MEMBERS)

2016

**PURPOSE**

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member based organisation, Royal Queensland Yacht Squadron (RQYS) recognises the benefits of social media as an important tool of engagement and enrichment for our members.

It is important that the reputation of RQYS and the sport generally is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference RQYS.

When someone clearly identifies their association with RQYS, and/or discusses their involvement with RQYS in this type of forum, they are expected to behave and express themselves appropriately and in the ways that are consistent with RQYS's stated values and policies.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by RQYS members that makes no reference to or may identify RQYS or related issues.

**SCOPE**

This policy applies to RQYS Members

This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- Content sharing including Flicker (photo sharing) and YouTube (Video Sharing);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards); or
- Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, sponsors or RQYS as an organisation and the reputation of the sport in general.

**GUIDING PRINCIPLES**

The web is not anonymous. RQYS Members should assume that everything they write can be traced back to them.

Due to the unique nature of RQYS, the boundaries between an RQYS Member, volunteer time and social life can often be blurred. It is therefore essential that Members make a clear distinction between what they do, think or say in their capacity as a Member of RQYS. RQYS considers all Members of RQYS as its representatives.

When using the internet for professional or personal pursuits, all Members must respect the brands of RQYS, all its Members, staff and anybody else involved in our sport and follow the guidelines in place to ensure that sport's intellectual property or its relationships with sponsors and stakeholders is not compromised (see "*Branding and Intellectual Property*" below) or RQYS is brought into disrepute.

**USAGE**

For RQYS Members using social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content – this also applies to the use of illustrations or nicknames;
- Must not comment on, or publish information that is confidential in anyway;
- Must not bring RQYS or the sport into disrepute; or
- Must not otherwise be in breach of the RQYS Code of Conduct.
- Must not cause or be likely to cause RQYS loss of revenue or membership.
- Must not cause or be likely to cause RQYS loss of support from our sponsors or Government

**BRANDING AND INTELLECTUAL PROPERTY**

It is important that any trademarks belonging to RQYS are not used in personal social media applications, except where such use can be considered incidental – (*where incidents is taken to mean "happening in subordinate conjunction with something else*").

**OFFICIAL RQYS BLOGS, SOCIAL PAGES AND ONLINE FORUMS**

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. Images of children may not be replicated on any site without the written permission of the child's parents and/or guardian.

For official RQYS blogs, social pages and online forums:

- Posts must not contain, nor link to pornographic or indecent content;
- 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.

**CONSIDERATION TOWARDS OTHERS WHEN USING SOCIAL NETWORKING SITES**

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. RQYS Members must recognise that it may not be appropriate to share photographs, videos and comments in this way.

For example, there may be an expectation that photographs taken at private RQYS events will not appear publicly on the Internet. In certain situations, Members could potentially breach the Privacy Act or inadvertently make RQYS liable for breach of copyright.

RQYS Members should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person should they be asked to do so.

Under no circumstance should offensive comments be made about RQYS, staff and RQYS Members online.

**BREACH OF POLICY**

RQYS will continually monitor online activity in relation to the organisation and the sport. Detected breaches of this policy should be reported to RQYS.

If detected, a breach of this policy may result in disciplinary action from RQYS under the RQYS 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 RQYS as detailed in the Usage section of 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, (eg: Facebook, YouTube or Twitter) may be liable for defamation.

**CONSULTATION OR ADVICE**

This policy has been developed to provide guidance for RQYS Members in a new area of social interaction. RQYS Members who are unsure of their rights, liabilities or actions online and seek clarification, should contact RQYS.

This Policy may be updated at any time without notice and the new version will then apply to RQYS Members. To remain in compliance, RQYS recommends that this policy be reviewed at regular intervals.