



Social Media Guideline

Introduction

This guideline is designed to provide a framework for each of Gosford Sailing Club social media channels, including, but not limited to, Facebook, Instagram, YouTube and Twitter. It complements and supports Gosford Sailing Club privacy policy and the Gosford Sailing Club Facebook Group guideline, with the primary aim of protecting the reputation and integrity of members and the Gosford Sailing Club.

Facebook – GSC News

The main purpose of the club's Facebook page is to communicate positive news stories and promote the achievements of the club. Other communication mediums focus on notifications, alerts and information dissemination. As a general rule, images should reflect elements of the club community life. In keeping with the GSC communication theme, group and community shots are thus preferred, but images of individuals can be posted if they are consistent with promoting the club and its credentials.

The following protocols apply to the GSC Club News Facebook page:

- **Approved administrators:** The individuals who are permitted to post on this page are primarily the CEO, Administration staff and a member of the board whose portfolio includes the management of Information Services. These people also have the authority to delete posts and manage the general activity of the page. The CEO can also post through a direct Twitter link.
- **Images and identification:** To protect the privacy of members, images posted by GSC will not be tagged to members. Mention of their full name is deemed appropriate when an image of the member is not attached. When it seems appropriate to tag a member in a post, permission from the individual member will be required.
- **Posts:** GSC staff and other individuals who would like to place a post on the page should liaise with the CEO in the first instance. As a guide, posts that promote events and individuals within the club are given preference. Any posts outside these criteria are to be considered on a case-by-case basis.

- **Complaints** or comments should be directed to the CEO in the first instance, or Administration Staff.
- **Online responses:** GSC will not engage in an online discussion as a result of comments posted by individuals on the page. If a response is required, this will be through personal contact initiated by GSC.
- **Member's life events:** Specific posts relating to personal events in the life of a member will only appear on Facebook if approved by the CEO, Administration Staff or the Member of the Board with the Information Services portfolio. These events would typically include sailing success and other life events that may be of interest to members.

Administrators will have the authority to delete a post when:

- I. It contravenes the guidelines above.
- II. Confidential information or posts of a personal nature are shared (i.e. members personnel information)
- III. Posts are considered offensive, defamatory or damaging to the club's reputation. This includes comments about staff, other Clubs, members and the club.
- IV. Images are considered as inappropriate (ie images of children in swimwear), offensive, defamatory, damaging to the club's reputation.

References

Gosford Sailing Club Constitution, By-laws, Registered Club Act and Gosford Sailing Club Statement of Values and Code of Conduct.

POLICY VERSION CONTROL

No.	Date	Sections amended
1	28 07 2015	Initial issue