

USE OF SOCIAL MEDIA POLICY/PROCEDURE

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Approval Date: December 19th 2015
Review Date: August 2018
Version No: 2
Next Review: August 2020 (Consider other platforms e.g. Twitter at 2020



PURPOSE: review)

To ensure that all members and associates of the club understand the club rules on the appropriate use of its social media and the consequences of inappropriate use.

POLICY:

North East Windsport Club (NEWC) is committed to keeping everyone associated with the club informed about club matters and to provide up-to-date details of forthcoming events, competitions, schedule changes etc. To achieve this NEWC has developed 2 Facebook pages. This page is to be used for the purpose

EXAMPLE POLICY STATEMENTS:

- The club will attempt to keep its Facebook pages current and informative as a service to members and the public.
- The club will from time to time, use the Facebook page to present members with sponsor information and special deals. This will not be offered to sponsors related to the sale of alcohol or junk food outlets.
- The club will nominate a responsible person to manage the pages who will not enter into any discussion using the club page. Any discussions or postings are to be conducted outside of the club page.
- The nominated person will be required to report any inappropriate use of the Facebook page to the Committee.
- The nominated administrator will also have the right to block access to any person who misuses the page.

EXAMPLE DETAILS OF INAPPROPRIATE USE OF TECHNOLOGIES:

- Posting comments or images on the club page – this is an information dissemination site only and any inclusions must be emailed to the nominated administrator.
- Creating or exchanging messages that are offensive, harassing, obscene or threatening – any misuse of this nature will result in an instant block from the page and club disciplinary measures. Any breach of this nature is considered serious.
- Exchange of any confidential or sensitive information held by the club relating to individuals, other clubs, other community stakeholders.
- Exchanging information in violation of copyright laws including the uploading or downloading of commercial software, games, music or movies.

EXAMPLE COMPLAINTS PROCEDURE:

- Any person identified to be using the club Facebook page inappropriately or for purposes other than those it was established for will be blocked from the site, reported to the committee and dependent on the severity of the offence will receive disciplinary action. Note that there is zero tolerance for any comments, images etc. which are deemed to be offensive, threatening, obscene, or discriminatory.
- Any person who has a concern about the contents of the club page is required to email the Commodore.
- The club committee reserves the right to close down the social media page without notice if members do not adhere to the rules of use.
- The club committee reserves the right to dismiss the nominated administrator if it is considered that this person is not acting in accordance with the rule of use.