

McCrae Yacht Club Digital and Social Media Policy

This policy was approved by the **General Committee** of **McCrae Yacht Club** at its meeting on **17 February 2017**.

INTRODUCTION

McCrae Yacht Club's **General Committee** 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 McCrae Yacht Club has developed a website and a Facebook page and may in the future authorise the use of other content sharing or social media forums.

PURPOSE OF THIS POLICY

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.

EXTENT OF THIS POLICY

This policy applies to all employees and members (and their visitors) of McCrae Yacht Club.

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to the Club's website and Facebook page as well as any other content sharing or social media forums that the Club may authorise from time to time.

RESPONSIBILITIES

Our club will:

- Activate and comply with the policy;
- Attempt to keep its website, Facebook page and other apps or social media forums it may authorise from time to time current and informative as a service to members;
- Nominate a responsible person or persons to manage the club's digital platforms ('the administrator/s');
- 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, tobacco or gambling.

CREATION AND USE OF WEBSITE AND SOCIAL MEDIA ON BEHALF OF MCCRAE YACHT CLUB

No website, Facebook page or other social or digital media account is to be created in the name of McCrae Yacht Club or represent itself to be authorised by McCrae Yacht Club without the prior permission of the General Committee.

McCrae Yacht Club Website

The General Committee approves the following process for posting or including material on the Club's website, Facebook page or other social media operated by McCrae Yacht Club:

- A person wishing to have material posted on the website shall email it to the nominated administrator and copy that email to the Club's Participation and Communications director;
- The material may be edited for style and content and will be posted as soon as practicable;
- Should any complaints be raised by any person about the content of posted material, the Club's Participation and Communications director will direct the administrator to remove the material from the website and will seek further direction from the General Committee;
- The General Committee will consider the material as soon as practicable and advise the administrator whether or not the material is permitted to be posted on the website.

McCrae Yacht Club Facebook Page

The General Committee approves and encourages the use of the McCrae Yacht Club Facebook page by its committees and members subject to this policy.

The General Committee approves the following positions to have administrator access to the McCrae Yacht Club Facebook Page:

- The Club Captain;
- The Training Club Principal;
- The Youth Club Captain and Co-Ordinator;
- The Social Club Chair;
- The Director of Participation and Communications;

- Other persons as may be approved by the General Committee from time to time.

EXAMPLES OF INAPPROPRIATE USE OF TECHNOLOGIES

- Creating or exchanging messages that are offensive, harassing, obscene or threatening.
- Creating Facebook pages, websites or other social media forums that purport to represent McCrae Yacht Club or any of its activities without the prior authorisation of the General Committee.
- Breaching the privacy of members, guests, employees or volunteers of McCrae Yacht Club by posting identifiable photos or other personal information about them without their prior consent (or in the case of children, the consent of their parents or guardians).
- Exchange of any confidential or sensitive information held by the club relating to individuals, other clubs or community stakeholders.
- Exchanging information in violation of copyright laws including the uploading or downloading of commercial software, games, music or movies.

RESPONDING TO BREACHES OF THE POLICY

- If the General Committee receives a complaint about breaches to this policy, the General Committee will take steps to investigate the concern or incident in a timely and discreet manner.
- Once all relevant facts and circumstances are known, the General Committee will determine appropriate actions and/or disciplinary measures with a focus on the club's duty of care to members and visitors and the club's position as a family-oriented sailing club.
- Any disciplinary measures imposed under our policy will comply with the processes set out in the Club's Constitution.
- The General Committee may direct the administrator/s to deny access to any person who is not associated with the club or who misuses the Club's digital or social media accounts.

Commodore

Signature and date

Secretary

Signature and date