



---

# MUDJIMBA SURF LIFE SAVING INC.

## EMAIL, ELECTRONIC/ONLINE COMMUNICATIONS, IMAGES AND SOCIAL MEDIA POLICY

### 1 Purpose

The purpose of this policy is to ensure the proper and effective use of email, electronic/online applications/platforms, social media networks, print media, and marketing/promotional mediums, by members of Mudjimba Surf Life Saving Club Inc. ("Mudjimba SLSC") conducting business or activities in connection with the Club.

This policy sets out accepted behaviours expected of all Mudjimba SLSC officers and members, when using email, online applications/platforms, social media networks, and print media when delivering or responding to communications, messages, images, and/or personal information in connection with Mudjimba SLSC business, activities, or its members.

### 2 Scope

2.1 This policy applies to all officers and members of Mudjimba SLSC using electronic/online communications or print mediums; including but not limited to email, social media networks, third-party online platforms/applications, forums, membership areas, and/or any form of online or print medium used in connection with Mudjimba SLSC business or activities. Social media applications/platforms are inclusive of, but not limited to, Facebook, Instagram and TeamApp.

### 3 Policy Statement

3.1 Care needs to be taken with the content and use of personal information in all emails and/or online communications sent in connection with Mudjimba SLSC business, activities, and its members.

- Consider content from your own AND the other persons or groups point of view and how and how the communication will be received.
- Clarity and appropriateness of the addressee/s is important. Double-check addressees when using 'reply all' with emails to be sure to whom you are writing to, and that the correct person/group is included in the 'To:' and 'CC:' fields.
- Stick to the facts, state how you understand them, say what you think/feel, and request what you want (assertive communication). You will be heard. Outcomes or decisions (if applicable), are made by the responsible person or relevant committee (by vote).
- With contentious content/issues, assertive messages/emails, with suggested solutions sent to the decision makers are the most useful for preventing and resolving conflict.

3.2 Email and/or online communications create a permanent record.

3.3 Email and/or communications may be required to be produced in court proceedings.

3.4 Written complaints concerning officers or members of Mudjimba SLSC or the public should follow the Mudjimba Surf Life Saving Club Inc. Member Protection and Grievance processes [www.mudjimbasurf.com/about/policies-and-procedure](http://www.mudjimbasurf.com/about/policies-and-procedure) and be sent to the President and/or Grievance Officer of Mudjimba SLSC.

3.5 No copy, images or communications should be posted, sent, written via email or other online communication that will bring Mudjimba SLSC, its officers or members into disrepute or breach the Member Code of Conduct.

3.6 All members of a closed Mudjimba SLSC Social Media platform are to be an active, associate member or approved by Mudjimba Surf Life Saving Club Inc. to be the representative of an associate member.

3.7 All photos published on an open Mudjimba SLSC social media and/or online application/platform or used in any promotional material are to be approved by Mudjimba SLSC Administration, Media Officer, or Management Committee endorsed representative, prior to being published.



- 
- 3.8 All photos used on either an open or closed Mudjimba SLSC Social Media and/or online application/platform for promotion of Mudjimba SLSC, where a person under the age of 18 is clearly identifiable, can only be used with specific written permission from the legal parent/guardian.
- 3.9 Official approved Mudjimba SLSC Club Photographer/s will be present at Club events to take promotional photos.

## 4 General Conditions

- 4.1 All officers and members are required to comply with state and national legislation. Officers and members must ensure that all email and online communications comply with all relevant legislation, including legislation regarding:
- Privacy
  - Discrimination
  - Behaviour that is threatening, intimidating, harassing or humiliating some of which are described as; trolling, flaming, cyberbullying, cyber stalking, cyber harassment, technology-facilitated abuse, image-based abuse.
- 4.2 All officers and members are required to comply with all policies issued by SLSA (national), SLSQ (state) and SLS Sunshine Coast (branch) that apply to email communications, social media, online communications and privacy.
- 4.3 All officers and members that send or publish any electronic/online communications are to familiarise themselves and comply with The Australian Spam Act (<https://www.legislation.gov.au/Series/C2004A01214>). Further information can be found at: <https://www.acma.gov.au/Industry/Marketers/Anti-Spam/Ensuring-you-dont-spam> which outlines the following conditions. These are to be complied with on all commercial electronic communications without exception.

When sending commercial electronic messages, the three key steps to follow are:

**Consent** - Only send commercial electronic messages with the addressee's consent - either express or inferred consent.

**Identify** - Include clear and accurate information about the person or business that is responsible for sending the commercial electronic message.

**Unsubscribe** - Ensure that a functional unsubscribe facility is included in all your commercial electronic messages. Deal with unsubscribe requests promptly.

- 4.4 All Images used are to strictly adhere to SLSQ and SLSA policies and procedures.

## 5 Special Conditions

- 5.1 Only use email in connection with Mudjimba SLSC activities for legitimate purposes. Officers and/or Management Committee members issued with a Club email, are always to use the Club email for all business associated with the Club and its members.
- 5.2 Do not disclose confidential information concerning the operations of Mudjimba SLSC or its members without the written permission of the President.
- 5.3 Ensure all personal and sensitive information about the Club, and its members, is kept confidential.
- 5.4 All email communications with Council, police, national, state and branch should be copied to the President of Mudjimba SLSC [president@mudjimbasurf.com.au](mailto:president@mudjimbasurf.com.au). Except routine communications, all information relating to competition, education, and lifesaving activities should be copied to the President as a matter of courtesy.
- 5.5 No officer or member should communicate with the media on any Mudjimba SLSC matters without the knowledge and approval of the President and/or Management Committee.
- 5.6 Do not use email or online communication applications/platforms in connection with Mudjimba SLSC business or activities to send any defamatory, disparaging, or threatening remarks about anyone.
- 5.7 Do not use email or online communication applications/platforms in connection with Mudjimba SLSC business or activities to send any obscene or pornographic material.
- 5.8 Do not send, post, or publish any photographs in connection with Mudjimba SLSC business, activities or Mudjimba SLSC members, using email or an online application/platform without the express permission of those depicted in the photographs.
- 5.9 Do not send, post, or publish any photographs in connection with Mudjimba SLSC business, activities or Mudjimba SLSC members, using email or an online application/platform which will have the effect or likely to have the effect of embarrassing, defaming, or discriminating against another person.
- 5.10 The Club Administration, Media Officer or Management Committee nominated representatives will send, post/approve images on online platforms/applications from sanctioned activities including Club activities, training, competition, lifesaving, and patrol activities.



- 
- 5.11 All email communications from Nipper Age Managers or members of the Nippers subcommittee **must** be copied to the Secretary of the Nippers sub-committee unless there are reasonable grounds not to copy the email to the Secretary of the Nippers sub-committee.
- 5.12 All bulk email communications on behalf of Mudjimba SLSC are to be sent directly through the nominated Mudjimba SLSC nominated communication application to ensure the email has an Opt Out option, Identification and Disclaimer within the communication.
- 5.13 All images posted or published on an open Social Media platform page are to be; from a distance, not include trademarked equipment, logos etc without AUTHORITY TO USE REGISTERED TRADEMARK\_SLSQ QLD being completed. You should seek the consent of any individual before publishing a photo or video containing their image or that of their personal property. If photos or video includes a minor, consent must be provided by a parent or legal guardian.

## 6 Disclaimer

- 6.1 All officers or members who write group email communications on behalf of Mudjimba SLSC should include a disclaimer along the following lines:

***Want to change how you receive these emails?***

*You can update your preferences or UNSUBSCRIBE from this list*

*Disclaimer This message and any files attached is intended solely for the use of the person to whom it is addressed and may contain information that is confidential and privileged under applicable laws. If you are not the intended recipient, you are hereby notified that any use, review, disclosure, copying, printing, distribution or dissemination of this message is prohibited. We take no responsibility of any reliance that you may place on this message and we further take no responsibility for any viruses or other damaging elements that may be contained in this email together with any of its attachments. If you received this message in error, please notify us by return email. This email follows the club policy and SLSQ, SLSA policies. If you wish to be removed from this mailing list please click the unsubscribe link or email [info@mudjimbasurf.com.au](mailto:info@mudjimbasurf.com.au) directly. SLSA Privacy policy can be found by following the link - <https://sls.com.au/privacy-policy/>.*

## 7 Use of Image

- 7.1 Upon becoming/renewing your membership with SLSA you acknowledged and agreed to the use of your image by relevant SLS Organisation(s) of which you are a member, use of your name, image, likeness and also your performance in or of any SLS Activity. To at any time promote the objects of the relevant SLS Organisation(s), by any form of media.
- 7.2 All members understand and acknowledge that Mudjimba SLSC reserves the right to include photographs and information about members in Club publications and may provide those photographs and articles to branch, state, and media organisations for legitimate Surf Life Saving promotional or reporting purposes.

## 8 Compliance

- 8.1 Compliance with this policy is a condition of membership of Mudjimba SLSC.
- 8.2 Failure to comply with this policy may result in disciplinary action up to and including termination of membership.

## 9 Review

- 9.1 This policy will be reviewed biennially.