FINGAL BEACH SURF LIFE SAVING CLUB INCORPORATED

POL-03

SOCIAL MEDIA POLICY

Policy type	Club Policy — adopted under Constitution Rule 25
SLSA policy basis	This policy adopts and implements SLSA Policy 6.20 Social Media (reviewed June 2025) at Club level. In the event of any inconsistency between this policy and SLSA Policy 6.20, SLSA Policy 6.20 prevails.
Related documents	SLSA Policy 6.20 Social Media; SLSA Policy 6.21 Photography, Digital Recording & Images; SLSA Policy 6.01 Intellectual Property; SLSA Policy 6.04 Child Safe; POL-04 Photography & Images; Constitution Rules 11.2 and 12 (Discipline and Grievances); BL-04 Director Portfolios & Duties
Applies to	All Club members, volunteers, officials, and any person acting on behalf of the Club on social media
Version	7.0 — 4 August 2026 — ADOPTED by resolution of the Board on 4 August 2026 under Constitution Rule 25. Cover block completed with the adoption and effective dates; status changed from board-ready draft to adopted. No change to the text of the Policy. Supersedes v6. From this version the file is named without a version suffix — the version is recorded here and in the header. Prior note: 6.0 — July 2026 — formatting: sub-headings indented to the house clause style (audit pass). Content verified clean vs SLSA 6.20 (clause 2 def / clause 4 principles) + 6.04 clause 7.6 — no content change. Supersedes v5.
Adopted by Board	4 August 2026 — by resolution of the Board under Constitution Rule 25
Effective date	4 August 2026 — the date of adoption.
Review date	Annually — within 28 days of the first Board meeting after each AGM, and whenever SLSA Policy 6.20 is updated
Responsible Director	Director of Administration

SLSA Policy 6.20 applies directly to all members

All Fingal Beach SLSC members are also members of SLSA and are therefore bound by SLSA Policy 6.20 Social Media in their capacity as SLSA members, regardless of this Club policy.

This Club policy formally adopts SLSA Policy 6.20 as the Club's standard, connects it to the Club's own disciplinary framework, and adds Club-specific operational requirements that SLSA Policy 6.20 does not address at club level. A copy of SLSA Policy 6.20 is available at members.sls.com.au and must be read alongside this policy.

1. PURPOSE AND SCOPE

1.1 This policy sets out Fingal Beach SLSC's requirements for the use of social media by Club members, volunteers, and officials. It applies to anyone who uses social media in a way that identifies them as a Club member, represents the Club, uses Club branding or imagery, or could reasonably be associated with the Club.

1.2 Social media includes all online platforms and channels that allow users to create and share content or participate in online communities — including but not limited to Facebook, Instagram, TikTok, YouTube, X (formerly Twitter), LinkedIn, WhatsApp, Snapchat, podcasts, blogs, and online forums. The definition in SLSA Policy 6.20 clause 2 applies.

1.3 This policy does not apply to purely personal use of social media where the person cannot be identified as a Club member and where no Club-related content, imagery, or branding is involved.

2. SLSA POLICY 6.20 — ADOPTED AS CLUB STANDARD

2.1 The Board formally adopts SLSA Policy 6.20 Social Media as the Club's standard for all social media use by members in connection with the Club or their membership of it. All members must comply with SLSA Policy 6.20 in full.

2.2 The guiding principles and specific requirements in SLSA Policy 6.20 clause 4 apply to all Club members. In summary, members must not:

- post content that is defamatory, harassing, bullying, discriminatory, obscene, threatening, or otherwise unlawful;
- criticise the Club, SLSA, sponsors, other organisations, or their members and volunteers;
- exploit social media platforms to groom, seduce, or inappropriately engage with children;
- disclose confidential Club information, member information, or anything of a sensitive nature;
- use Club or SLSA intellectual property, logos, or imagery without authorisation;
- express a political affiliation on an official Club account or on a personal account clearly associated with Club activities; or
- do anything that brings the Club or SLSA into disrepute.

2.3 Members must also comply with SLSA Policy 6.21 Photography, Digital Recording & Images when posting photos or videos involving Club activities, premises, or members. This is particularly important where images involve children — parental or guardian consent is required before any image of a minor is posted. Refer to POL-04 Photography & Images.

2.4 Members in positions of authority must also comply with SLSA Policy 6.04 (Child Safe) clause 7.6 regarding electronic communications with children and young people. In summary: direct one-to-one electronic contact with a child or young person by a person in a position of authority is not permitted without the inclusion of a parent or carer; all electronic communications with children and young people must be directly related to SLS activities; and members must not follow individual children and young people on personal social media accounts. A copy of Policy 6.04 is available at members.sls.com.au.

3. OFFICIAL CLUB ACCOUNTS

3.1 The Club maintains official social media accounts to communicate with members, the community, and stakeholders. These accounts represent the Club and must be managed in accordance with this policy at all times.

3.2 Account management

The Director of Administration is responsible for the overall management and governance of the Club's official social media presence. Operational management of day-to-day posting may be delegated to a Communications Officer or other appointed role, but the Director of Administration retains oversight and is accountable to the Board. All official Club accounts must:

- be clearly identified as official accounts of Fingal Beach Surf Life Saving Club;
- be registered to a Club email address, not a personal email address;
- have at least two administrators at all times, one of whom must be the Director of Administration or their delegate; and
- be documented in a register maintained by the Director of Administration, including platform, account name, and current administrators.

3.3 Posting authority

The following persons have authority to post content on official Club accounts:

- the Director of Administration (or Communications Officer if appointed under BL-04);
- the President, for official Club announcements and statements; and
- any Director, for content directly related to their portfolio that has been approved in advance by the Director of Administration.

No other member may post to official Club accounts without the express prior authorisation of the Director of Administration.

3.4 Content approval

Content posted to official Club accounts must be accurate, consistent with the Club's values, and must not:

- identify individual members (particularly children) without appropriate consent in accordance with POL-04;
- comment on matters that are before the Board for decision or that are subject to a dispute or disciplinary process;
- make commercial endorsements or promote third-party products or services without Board approval; or
- use SLSA intellectual property in a way that is inconsistent with SLSA Policy 6.01.

3.5 Account credentials and handover

The Director of Administration must maintain a secure record of all official Club social media account credentials, accessible only to the Director of Administration and the President. If an official Club account is compromised or hacked, the Director of Administration must notify the President immediately and change all affected credentials within 24 hours. When the Director of Administration role changes, credentials and administrator access for all official Club accounts must be transferred to the incoming Director within 7 days of the new Director taking office. If a post on an official Club account is incorrect, misleading, or otherwise in breach of this policy, the Director of Administration must remove or correct the post within 2 hours of becoming aware of the breach, and must notify the Board at the next Board meeting.

3.6 Stack Teams (official member-communication platform)

The Club’s official member-communication platform is Stack Team App (“Stack Teams”), administered under POL-09 Information Security & Data Breach Response. Conduct on Stack Teams must meet the same standards as official Club accounts under this policy, including SLSA Policy 6.04 clause 7.6 (electronic communication with children).

4. PERSONAL USE — WHEN YOU CAN BE IDENTIFIED AS A CLUB MEMBER

4.1 When a member uses personal social media accounts in a way that identifies them as a Fingal Beach SLSC member — for example by using Club branding, posting Club-related content, or identifying themselves as a member in their bio or posts — they are representing the Club and must comply with SLSA Policy 6.20 and this Club policy.

4.2 Members must make clear that personal opinions expressed on personal accounts are their own and do not represent the Club, SLSA, or SLSNSW. A disclaimer such as “opinions are my own and do not represent Fingal Beach SLSC” is appropriate where there could be any ambiguity.

4.3 Members are personally responsible for all content they post. The Club is not responsible for content posted on personal accounts, but reserves the right to take action under the Club's disciplinary framework where a member's personal social media use causes harm to the Club, its members, or its reputation.

5. BREACHES AND DISCIPLINARY PROCESS

5.1 A breach of this policy or of SLSA Policy 6.20 by a Club member is a breach of the Club's By-Laws and may constitute grounds for disciplinary action under the Club's Constitution.

5.2 Reporting a concern

Any member who believes another member has breached this policy must report the concern to the Director of Administration or the President. Reports should describe the specific content or conduct that is of concern and, where possible, include a screenshot or other record. Concerns about serious misconduct — including content that is unlawful, involves child safety, or constitutes harassment or bullying — must be reported immediately to the President and may also require reporting to SLSNSW or the relevant authority.

5.3 Club disciplinary process

The Club's primary process for handling disciplinary matters is the SLSA/SLSNSW grievance, judicial, and discipline process as adopted by the Club under Constitution Rule 12(a). The Board has residual powers under Rule 12(b) to act where those processes do not apply or where the Board determines it is appropriate to do so. Where a breach of this policy is established, outcomes may include:

- a formal warning from the Board;
- removal of the member's access to official Club accounts;
- suspension or discontinuance of membership under Constitution Rule 11.2; or
- referral to SLSNSW for action under the SLSA Member Protection Policy.

Breaches may also be reported to the relevant social media platform, and in the case of unlawful content, to the relevant authority. Concerns can also be submitted to the SLSA complaints process at complaints.sls.com.au. All disciplinary processes must comply with the natural justice requirements of Constitution Rule 12(c): the member must be informed of the allegations, given the right to respond, and afforded a fair and impartial process.

6. REVIEW AND AMENDMENT

6.1 This policy must be reviewed by the Board within 28 days of the first Board meeting following each AGM, and immediately whenever SLSA Policy 6.20 is updated. The Director of Administration is responsible for monitoring SLSA policy updates and advising the Board of any changes that require an update to this policy.

6.2 The Board may amend this policy by resolution at any time. Any amendment must be recorded in the Board minutes and communicated to members.