



1.INTRODUCTION

The City of Bunbury SLSC Social Media Policy aims to provide helpful, practical guidelines to support and protect the City of Bunbury SLSC and its members with ever evolving technologies and on-line social tools. These guidelines have broadened the scope of responsible and respectful engagement and interaction in social media to include all forms of social computing.

The City of Bunbury SLSC will continue to advocate all members' responsible involvement in this rapidly growing environment of relationship, learning and collaboration through social media.

2. GUIDELINES

- 2.1** Know and follow the City of Bunbury SLSC Constitution.
- 2.2** City of Bunbury SLSC members are personally responsible for the content they publish on-line, whether in a blog, social computing site or any other form of user-generated media. Be mindful that what you publish will be public for a long time. Protect your privacy and take care to understand your responsibility.
- 2.3** Identify yourself by name and, when relevant, your role at The City of Bunbury SLSC when you discuss City of Bunbury SLSC related matters. You must make it clear that you are speaking for yourself and not on behalf of the City of Bunbury SLSC.
- 2.4** If you publish content online relevant to the City of Bunbury SLSC in your personal capacity it is best to use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent the City of Bunbury SLSC positions, strategies or opinions."
- 2.5** Don't provide the City of Bunbury SLSC or a member's, partner's or sponsors confidential or other proprietary information and never discuss City of Bunbury SLSC business performance or other sensitive matters publicly.



**CITY OF BUNBURY
SURF LIFE SAVING CLUB INC.
SOCIAL MEDIA
POLICY**

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- 2.6** Don't cite or reference members, partners or sponsors on business-related matters without their approval.
- 2.7** Respect your audience. Don't use ethnic slurs, discriminatory remarks, personal insults, obscenity, or engage in any similar conduct that would not be appropriate or acceptable in Surf Lifesaving and the City of Bunbury SLSC. You should also show proper consideration for others' privacy.
- 2.8** Spirited and passionate discussions and debates are fine, but you should be respectful of others and their opinions. Be the first to correct your own mistakes.
- 2.9** Try to add value. Provide worthwhile information and perspective. The City of Bunbury SLSC brand is best represented by its people and what you publish may reflect on the City of Bunbury SLSC brand.
- 2.10** Don't misuse the City of Bunbury SLSC logos or trademarks and only use them if you have the authority to do so.