



SOCIAL MEDIA POLICY

Muswellbrook RSL Sub Branch Club Ltd ("Muswellbrook RSL", "We" or "Club")

Introduction

Muswellbrook RSL and Muswellbrook Golf Club recognises that social media has become an integral part of most people's everyday lives. Social media platforms such as Facebook, Instagram, LinkedIn, Tiktok and X (formerly "Twitter") have changed the way society communicates, and many people now have online profiles on social networking services.

At Muswellbrook RSL and Muswellbrook Golf Club, we encourage the use of social media and other forms of online communication to stay connected with friends and family, build networks, cultivate a sense of community, and stay informed with recent developments and news about the Club.

The use of social media can impact on a person's work, as it may affect the person's relationship with their employer or colleagues. It can also impact on a person's everyday life or an organisation's reputation. As a community clubs, Muswellbrook RSL and Muswellbrook Golf Club wants to provide guidance to staff, members and visitors about the Club's expectations about their use of social media.

Purpose

The purposes of this policy are to set the standards to which we require you to conduct yourself when using social media, and to outline the arrangements in place to assist in making appropriate decisions about the use of social media.

What is social media?

Social media is any form of online platform which allows users to generate content, write comments, share digital media, or otherwise links content to an identity.

Social media includes:

- Social networking sites and applications (e.g. Facebook, Instagram, LinkedIn, WhatsApp);
- Video and photo sharing websites (e.g. YouTube, TikTok, Snapchat);
- Blogs, including corporate blogs and personal blogs;
- Blogs hosted by media outlets (e.g. 'comments' or 'your say' feature on theage.com.au);
- Micro-blogging (e.g. X (formerly "Twitter"));
- Wikis and online collaborations (e.g. Wikipedia);
- Forums, discussion boards and groups (e.g. Reddit, Facebook Groups);
- Online multiplayer gaming platforms (e.g. Call of Duty, Fortnite);
- Messaging Services including SMS (e.g. WhatsApp, Facebook Messenger, Skype); and
- Geo-spatial tagging or caching sites and applications (e.g. Foursquare).

Application

This policy applies at all times to all staff members (including employees, contractors and volunteers), all members of the Clubs and their guests, plus users and customers of the goods and services used by the Clubs ("**you**"). This policy is not limited to your use of social media platforms using Muswellbrook RSL's and Muswellbrook Golf Club's property during work hours. However, this policy does not apply to your use of social media platforms (including whilst at the Club's premises) if you make no reference to Muswellbrook RSL or Golf Club related issues or do not use our Club's social media pages.

Representing Muswellbrook RSL in social media

In certain circumstances, Club management may authorise you to represent Muswellbrook RSL or Golf Club on social media platforms. If you are granted this authorisation or if you are discussing Muswellbrook RSL or Golf Club related issues in your personal use of social media, you must follow these guidelines:

- you must:
 - only disclose publicly available information;
 - ensure that any content you publish is factually accurate and complies with relevant Muswellbrook RSL and Golf Club policies, particularly those relating to confidentiality;
 - comply with the Club's Privacy Policy;
 - comply with the Staff Manual (if you are a staff member);
 - be respectful of all individuals and communities with which you interact online;
 - adhere to the social media platform's terms of use; and
 - respect copyright, privacy, financial disclosure and other applicable laws, and
- you must not:
 - post any material that:
 - is obscene, defamatory, threatening, harassing or unlawfully discriminatory;
 - contains offensive, unpleasant, defamatory, derogatory or disparaging comments or statements about the Club or any of its workers, members, patrons, or other customers;
 - does, or is likely to, bring the Club or any of its workers, members, patrons, or other customers into disrepute or ridicule or otherwise affect their reputations;
 - is confidential to the Club, its workers, members, patrons, or other customers; or
 - breaches copyright or any other third party property rights in the material,
 - disclose other people's personal information; or
 - post photos or videos containing images of the Club's workers, members, patrons, or other customers without first obtaining the permission of each person in the photo/video (this includes photos and videos taken at social functions);

- make any post on behalf, or as a representative, of the Club (unless expressly authorised by the Club to do so); or
- comment on or disclose confidential information of Muswellbrook RSL.

You should consult with the Club's CEO if you are uncertain about what you need to do to comply with these guidelines.

Personal use of social media

If you ever refer to Muswellbrook RSL or Golf Club, its staff, products or services, its competitors, and/or other business-related individuals or organisations when you are using a social media platform in a personal capacity, please be careful. It is important that readers of your posts do not misconstrue your personal comments as representing an official Muswellbrook RSL or Golf Club position.

You must:

- not imply that you are authorised to speak on the Club's behalf (unless you have been expressly authorised to do so);
- not knowingly use the identity of another Club staff member;
- not knowingly use the identity of another Club member;
- not make disparaging remarks about another person connected to the Club (including staff member, director, visitor, member, guest or patron);
- ensure that your commentary or other participation in social media does not cause damage to the Club's reputation or its interests;
- ensure that any information about the Club's goods and services that you provide is informed and factually accurate;
- only refer to publicly available information; and
- if you are using services provided by Muswellbrook RSL or Golf Club to access social media platforms, adhere to Muswellbrook RSL's policies and procedures.

If you wish to express your opinions, please state that they are your personal opinions. Muswellbrook RSL and Golf Club recommends that you use a disclaimer to ensure that your stated views and opinions are understood to be your own and not those of Muswellbrook RSL or Golf Club. An example of a disclaimer is: 'the views expressed in this post are mine only and do not necessarily reflect the views of Muswellbrook RSL or Golf Club.'

Complaints

This policy does not prevent you from raising genuine complaints about the Club, its business, goods, services, staff or members, or your experience.

However, if you have a complaint or concern regarding any goods or services provided to you by Muswellbrook RSL and Golf Club, we encourage you to raise it in the first instance with one of our friendly staff members or otherwise send an email to Supervisor@muswellbrookrsl.com.au.

We encourage you to exercise caution before raising your complaints about Muswellbrook RSL and Golf Club via social media only, which can sometimes expose you to defamation, slander, libel etc. Any complaints raised on social media must still comply with this policy.

Club elections

The Club conducts elections for positions on its Board on a biennial basis for which there are often several candidates. Similarly, Muswellbrook RSL and Golf Club sub-clubs may also have elections for positions on their committees. This means that various members of the Club will be nominated from time to time, and may undergo an election process.

You must not use social media in any manner, either directly or indirectly, that will or may influence, solicit or canvas any voting member into giving or withholding their vote for a particular candidate or candidates for office.

Consequences of breaching this policy

If you do not comply with this policy, you may face disciplinary action by the Club in accordance with its Constitution, which may lead to suspension of privileges of membership or expulsion from the Club. However, the Club is not responsible for resolving personal disputes between persons connected to the Club.

Muswellbrook RSL and Golf Club may recover from you any costs it incurs as a result of your breach of this policy. Also, if you break the law, you may be personally liable for any injury or damage that you cause to any person or organisation.