



SOCIAL MEDIA POLICY

Purpose & Goals:

Through rapid changes in technology and the growth of social media platforms and the internet, communication and information sharing has profoundly changed. Social media and mobile device technology brings many opportunities but also an increased threat to privacy, the risk of sharing proprietary corporate information and opportunity for code of conduct incidents; both innocent and intended. NEWPORT YACHT CLUB recognizes the importance of social media platforms and online communities such as, but not limited to, Facebook, LinkedIn, YouTube and Twitter, and their importance in information sharing and education.

We recognize our responsibility to develop policies and procedures to minimize the risk of unauthorized and inappropriate use of information technology and social media, as well as create a collaborative and supportive environment for those affiliated with NEWPORT YACHT CLUB to engage in social media. The purpose of this policy is to set out a direction and requirements for Directors, employees, members and volunteers participating in the social media realm, and representing oneself, and by association the organization, online.

The scope of this policy includes all Directors, employees, members, and volunteers of NEWPORT YACHT CLUB. These restrictions are intended to ensure compliance with legal and regulatory restrictions and privacy of personal information, confidentiality, and prevent breaches in participant/member privacy and communication system policy.

The purpose of this policy is to provide requirements for participating in social media, including organization hosted social media, where affiliation with NEWPORT YACHT CLUB is generally known, identified or presumed. It is also to clearly outline the privacy, confidentiality, legal and ethical issues that all Directors, employees, members and volunteers have in regards to the use of social media.

Definitions

For the purpose of this policy, "Social Media" refers to all online tools used to produce, post and interact using text, images, video and audio to communicate, share, collaborate or network. This includes, but not limited to blogs, podcasts, discussion forums, on-line collaborative information and publishing systems that are accessible to internal and external audiences (i.e., Blogs, social networks, wiki's, videos and photo file sharing, information sharing, tagging, podcasting and vlogging, and other similar tools (Twitter, Facebook, LinkedIn, and Snapchat etc.)

Individual Accounts Policy

This section includes principles, standards and responsibilities of Directors, employees, members and volunteers when posting on their own accounts, and commenting on other sites and using social media.

This policy is not intended to interfere with the private lives of our Directors, employees, members and volunteers, or impinge on the right to freedom of speech. This policy is designed to safeguard the organization's integrity, image and branding.

1. The principles and guidelines that apply to any/all organization activities in general, as found in the Code of Conduct, apply to all online activities.
2. Actions inside and outside the organization can affect your relationship with the organization if such behaviours may affect the reputation of Directors, staff, members, r volunteers, and partners.
3. Any member of our club that violates this policy may be disciplined under the organization's disciplinary process up to and including dismissal. Members and volunteers violating portions of this policy could be asked to suspend relationship with NEWPORT YACHT CLUB.

- Confidentiality of member and participant information must be maintained. Consequences of breaches in confidentiality may be far reaching and, in most cases, not anticipated at the time of occurrence. Any of these situations could jeopardize an individual's or organization's experience, effective job performance, and place the organization and staff member/volunteer in contravention of legislation and legal risk.
- Anyone who chooses to represent themselves as affiliated with NEWPORT YACHT CLUB in their personal account must consider how they are representing themselves and the organization; consistency of posted content with organization mission and values and how the organization will thus be perceived.
- Where your connection to NEWPORT YACHT CLUB is apparent or presumed, make it clear that you are speaking for yourself and not on behalf of the club. In these circumstances, you should include the following disclaimer: *"The views expressed on this [blog; website etc...] are my own and do not reflect the views of Newport Yacht Club."* Please note this disclaimer does not itself exempt anyone from being responsible for the content of their social media accounts.
- Everyone should be cognizant of standards of member and participant privacy and confidentiality. Privacy and confidentiality must be maintained in all environments, including online, and must at all times refrain from posting identifiable member or participant information of any kind online.

NEWPORT YACHT CLUB Social Media Communications

Organization representation via online social media platforms can only be initiated and authorized by the President/Commodore. Any accounts existing without prior authorization as required above will be subject to review and may be amended or removed.

The President/Commodore will identify specific members/volunteers who will be given access to communicate via official NEWPORT YACHT CLUB social media accounts.

Appropriate training sessions will take place with those granted access to communicate on behalf of the organization.

In the event of an emerging crisis or potentially harmful information (whether through social media or traditional media), all communication will originate only from NEWPORT YACHT CLUB designated spokespeople.

Procedures

For protection, the following procedures are in effect regarding participation by members on social media networks

- The expectation is that each person conducts themselves professionally both on and off duty. Before publishing any material online, remember that what you post online is legally considered public material, as such each individual is personally responsible for his/her publications;

- Do not publish materials that are insulting, discriminatory, demeaning or offensive to NEWPORT YACHT CLUB, staff, volunteers, members, community partners that damage the organization's reputation in any way.
- NEWPORT YACHT CLUB recognizes that you may engage in social media networks with individuals that are volunteers and members. Engaging with these individuals is accepted however **staff and volunteers in a role of authority over vulnerable individuals may NOT connect with ANYONE under 16 on any social media site. This includes staff, volunteers, and members.**
- Do not reveal confidential information related to the organization, staff, volunteers, members or any community partners.
- Do not disclose the names or personal information of Directors, members, staff or volunteers, or discuss incidents that have occurred in the organization and that are not generally known outside of NEWPORT YACHT CLUB.

***Reviewed and Approved by
The Board of Directors
Date: March 1, 2023***