



HOBSONS BAY YACHT CLUB (HBYC) SOCIAL MEDIA POLICY

Date created	July 2025
Audience:	Hobsons Bay Yacht Club (HBYC)
Version:	September 2025
Purpose of Document:	<ul style="list-style-type: none">This policy has been developed to inform HBYC members, volunteers, staff and contractors about using social media, so that everyone impacted is enabled to participate, while being mindful of their responsibilities and obligations.In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.
Definitions:	<ul style="list-style-type: none">The Office of the Victorian Information Commissioner (OVIC) do not regulate privacy laws; however, they provide independent oversight of the Victorian public sector's collection, use and disclosure of public sector information. OVIC states that organisations should appoint a social media administrator (SMA) who is responsible for overseeing the organisation's social media use. The SMA should be aware of Privacy Principles – see Australian Privacy Principles, HBYC Privacy Policy.This policy contains HBYC guidelines for the HBYC staff, contractors, volunteers, members, non-members, special interest groups e.g. cruising, racing etc and community to engage in social media use.This policy includes details of social media breaches as well as the reporting procedure.
Important Actions:	<ul style="list-style-type: none">It is the responsibility of all members, staff and other individuals impacted by this policy to familiarise themselves with it.In circumstances where guidance about social media issues has not been given in this policy, please seek advice from the nominated contact person/social media administrator.
Review:	<ul style="list-style-type: none">Annually and/or whenever significant changes to social media that affect this policy occur.Changes to this policy will be posted on the HBYC website.
HBYC Social Media Administrator (SMA):	The HBYC Social Media Administrator (SMA) for this Policy is the HBYC Club Manager. The HBYC SMA can delegate their authority at any time.

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SUMMARY

The HBYC Social Media Policy protects our members, non-members, staff, and volunteers while allowing the club to showcase sailing and HBYC community life in a positive and safe way.

1. WHAT IS THE SCOPE OF THIS POLICY?

Social media refers to any online tools or functions that allow people to communicate and/or share HBYC content via the internet. This social media policy applies to platforms including, but not limited to:

- Social networking sites and applications.
- Any other online technologies that allow individual users to upload and share HBYC content.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to HBYC or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to HBYC may still be regulated by other policies, rules or regulations of HBYC.

2. WHAT ARE THE HBYC SOCIAL MEDIA GUIDELINES?

You must adhere to the following guidelines when using social media related to HBYC, its business, teams, events, sponsors, members and reputation.

- 2.1. Photos and videos may be taken at sailing events, regattas and social activities. Images may be used on official HBYC social media, website and in the club newsletter. Members may opt out by advising HBYC in writing. Refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.
- 2.2. Permission should always be sought if the use or publication of information is not incidental but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.
- 2.3. When using social media, always be considerate to others and do not post information when you have been asked not to, or where consent has not been sought and given.
- 2.4. **If an error is made while posting on social media**, it must be removed and the person responsible must address the error immediately.
- 2.5. Keep in mind that what you write is your responsibility, and it is important to comply with the HBYC Code of Conduct Policy at all times. In addition, it is important to follow the terms and conditions for any third-party sites in which you may participate.

3. HOW DO WE USE SOCIAL MEDIA IN AN OFFICIAL CAPACITY?

- 3.1. If any member, contractor or staff member wishes to post content on social media in relation to HBYC that might affect HBYC business, products, services, events, sponsors, members, other individuals or reputation then, in **this instance, you must seek permission for the post to be made available from the SMA**.
- 3.2. You must be authorised by the HBYC **SMA** before engaging in social media as a representative of HBYC.

4. WHAT ARE BREACHES OF THE SOCIAL MEDIA POLICY?

Breaches of this policy include but are not limited to:

- 4.1. Using HBYC's name and/or logo in a way that would result in a negative impact for the club and/or its members.
- 4.2. Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- 4.3. Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- 4.4. Posting or sharing any content in breach of HBYC's Code of Conduct Policy and other related policies.
- 4.5. Posting or sharing any content that is a breach of any state or Commonwealth law.
- 4.6. Posting or sharing any material to HBYC social media that infringes the intellectual property rights of others.
- 4.7. Posting or sharing material that brings, or risks bringing HBYC, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

5. WHAT IS THE PROCESS FOR REPORTING A BREACH OF THIS POLICY?

- 5.1. If you believe that social media has been breached, please contact the **SMA** in writing to enable HBYC to investigate the breach thoroughly.
- 5.2. The process for investigating and dealing with breaches of social media is as follows:
 - investigation by designated responsible persons nominated by the General Committee.
 - findings reviewed by separate designated responsible persons nominated by the General Committee.
 - outcome and proposed action communicated by the SMA.

This Policy was approved by the HBYC General Committee on 20/10/2025.