

VIKING SURF SPORTS



SOCIAL MEDIA POLICY

Policy overview and purpose

Social media is changing the way we communicate. Here in the UAE there are very strict laws and severe punishments for breaches of applicable laws and we need to be very mindful and respectful of these when using social media.

This policy has been developed to inform our community about using social media so people feel 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.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy. This policy complements Viking Surf Sport core values in particular the ethos of being kind and respectful.

Coverage

This policy applies to all persons who are involved with the activities of Viking Surf Sports, whether they are in a paid or unpaid/voluntary capacity and including:

- members and parents;
- persons appointed or elected to boards & committees;
- coaches and assistant coaches;
- referees, umpires and other officials;

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram etc)
- Instant messaging (e.g. SMS, Snapchat, WhatsApp etc)
- Any other online technologies that allow individual users to upload and share content

This policy is applicable when using social media as:

1. an officially designated individual representing Viking Surf Sports on social media; and
2. if you are posting content on social media in relation to Viking Surf Sports that might affect members, business, services, events, sponsors or reputation.

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 Viking Surf Sports or its business, competitions, teams, participants, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to Viking Surf Sports may still be regulated by other policies, rules or regulations of the UAE and its stringent social media laws.

Using social media in an official capacity

You must be authorised by Viking Surf Sports before engaging in social media as a representative of Viking Surf Sports. As a part of the Viking's community you are an extension of the Viking brand. As such, the boundaries between when you are representing yourself and when you are representing Viking Surf Sports can often be blurred. This becomes even more of an issue as you increase your profile or position within Viking Surf Sports. Therefore it is important that you represent both yourself and Viking's appropriately online at all times.

Guidelines

You must adhere to the following guidelines when using social media related to Viking Surf Sports or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Viking's.

Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. Viking Surf Sports recommends erring on the side of caution – if in doubt, do not post or

upload. Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with Viking Surf Sports and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

Reasonable use

If you are an employee or volunteer of Viking Surf Sports, you must ensure that your personal use of social media does not interfere with your work / volunteer commitments or productivity.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of Viking Surf Sports confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of the club.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by Viking Surf Sports, it is perfectly acceptable to talk about Viking's and have a dialogue with the community, but it is not okay to publish confidential information of Viking Surf Sports.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

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.

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image. Every Viking parent has given permission for Viking Surf Sports by agreeing to the image use clause in the "*Release of Liability, Waiver of Claims and Assumption of Risk Agreement*" Viking Surf Sports has received permission from parents to use images and will be fully respectful of local culture, custom and will not publicly name participants.

Given the nature of Surf Sports and having many children in photo's/video's you may take, please be careful as you can to feature your own child, be mindful of other children, as we all have varying levels we all have of what is acceptable or not. If in doubt please do ask the parent of the child before posting and never name the children publicly.

Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and Viking Surf Sports own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

Discrimination, sexual harassment and bullying

The public in general, and Vikings coaches and members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

Avoiding controversial issues

Within the scope of your authorisation by Viking Surf Sports, if you see misrepresentations made about Viking's in the media, you may point that out to the relevant authority in the club. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Dealing with mistakes

If Viking Surf Sports make an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses Viking Surf Sports of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership / role in the club at risk.

Branding and intellectual property of Viking Surf Sports

You must not use any of Viking Surf Sports intellectual property or imagery on your personal social media without prior approval from Viking Surf Sports.

Viking's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on official social media sites or websites.

You must not create either an official or unofficial Viking Surf Sports presence using the organisation's trademarks or name without prior approval from Viking Surf Sports.

You must not imply that you are authorised to speak on behalf of Vikings unless you have been given official authorisation to do so by Mr. Stephen Munnery.

Policy breaches

Breaches of this policy include but are not limited to:

- Using Viking Surf Sports name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of UAE anti-discrimination, racial discrimination, sexual harassment or other similar policy.

- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing Vikings, 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.

Reporting a breach

If you notice inappropriate or unlawful content online relating to Vikings or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Breaches can be reported to dxbsurfsports@gmail.com or a person of authority in the club.

Alleged breaches of this social media policy may be investigated accordingly. Where it is considered necessary, Viking Surf Sports may report a breach of this social media policy to police.

Disciplinary process, consequences and appeals

Depending on the circumstances breaches of this policy may be dealt with a fair and thorough disciplinary procedure.

Employees of Viking Surf Sports who breach this policy may face disciplinary action up to and including termination of employment.

Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal.

Related policies

- Code of Conduct
 - UAE Anti-Discrimination, Harassment and Bullying Laws
 - Child Protection Policy
 - Release of Liability, Waiver of Claims and Assumption of Risk Agreement
- Other legal considerations that may be applicable include but are not limited to:
- Defamation
 - Intellectual property laws, including copyright and trademark laws, Privacy, confidentiality and information security laws
 - Anti-discrimination laws
 - Employment laws
 - Advertising standards
 - Equal opportunity laws
 - Contempt of Court
 - Gaming law

APPENDIX A ACCEPTABLE USE AGREEMENT

Viking Surf Sports Social Media Acceptable Use Agreement

This Agreement is to be read by Viking Coaches and Committee members, in order to ensure the obligations are understood before signing.

Viking Surf Sports understands the importance of and need for the responsible use of social media and their responsibility for helping to safeguard young people in the sport of surf lifesaving.

We ask all members, parents and people in positions of trust to read the Viking Surf Sports Social Media Policy and ensure that they, their child or the young people in their association have understood the importance of the Policy and the expectations on them in relation to their use of social media.

I understand that: -

- I am responsible for my behaviour when using social media and texts relating to a member, connected participant or Vikings coaches and the sport of surf lifesaving, including anything re-posted and my use of language;
- I have read and understand the Viking Surf Sports Social Media Policy and understand that I may be subject to Disciplinary Action should I breach its usage guidance;
- I understand that my use of the internet and social media sites through Viking Surf Sports can be monitored and logged and made available to the club and any external agencies involved with the regulation of internet usage;
- I will not post or give out any personal details, such as name, address, age and contact numbers, either of myself or any other person;
- I will not share my own or the Club password with anyone;
- I will not deliberately browse, download, access or post any material that could be offensive, threatening or illegal;
- I agree to report material, posts or contacts which I find upsetting or cause me concern;
- I understand that if there is a need for anyone to take action as a result of my use of social media in the sport of surf lifesaving, my parents/carers may be contacted.

I have read and discussed the Policy and agree to support the safe use of social media at Viking Surf Sports.

Coach / Committee member name

Coach / Committee member signature

Date