



SHORE

Old Boys' Union

Shore Old Boys' Union – Social Media Usage Policy and Best Practice Guidelines

Introduction

The Shore Old Boys Union (OBU) social media accounts and other social media accounts involving Shore Old Boys have become a key tool for the OBU and its members around the world to connect, engage and communicate.

OBU Vision

The OBU Constitution state its objectives in achieving its vision shall be to:-

- a) Provide fellowship for Members;
- b) Develop a philosophy for the whole-of-life support for Members;
- c) Support the School's aims and objectives;
- d) Provide guidance and leadership to Members;
- e) Communicate and interact with Members and the School Community; and
- f) Carry forward the School's heritage.

Scope

This policy applies to all OBU social media accounts and to any other social media account that adopts this policy. "Social media" includes Facebook, LinkedIn, Instagram, Twitter and YouTube. At the time of writing, the OBU social media accounts are the "Shore Old Boys Union Facebook" account and the "LinkedIn SHORE (Old Boys)" account.

Purpose

The purpose of this policy is to promote connection, engagement and communication among Old Boys, and between Old Boys and the School and its community, through social media, in a spirit of friendship, camaraderie and respect.

Policy

The OBU encourages interaction among its members through social media. This is the principal reason why the OBU has social media accounts.

The OBU social media accounts, and other accounts to which this policy applies, typically allow members to post content that does not necessarily represent the views of the School or the OBU. The OBU also posts content on its social media accounts.

The OBU believes that facilitating the posting of content by individuals is good for the School and its community, including the OBU and its members, as long as it promotes the purpose of this policy and is consistent with the values of the School.

The administrators of the social media accounts to which this policy applies reserve the right to remove or block content that they deem, in their absolute discretion, to be inappropriate. In particular, but without limiting the rights or discretion of administrators:

1. posts will be reviewed and may not appear on a social media account unless and until they are approved by an administrator of that account;
2. comments need not be approved before they appear but will be subject to review by administrators of the social media account on which they appear; and
3. should an administrator consider that a member has made one or more inappropriate comment on social media accounts to which this policy applies, the administrator may give the member a warning. If, following a warning, a member makes one or more additional inappropriate comment on a social media account to which this policy applies, an administrator may remove or suspend the member from social media accounts under that administrator's control and/or block content from that member.

Content that will be considered inappropriate includes content that:

1. is unrelated or irrelevant to the School and its community, including the OBU and its members;
2. is abusive, insulting, threatening, harassing, bullying, hostile, violent, sexually suggestive or explicit, pornographic, obscene or offensive, or may incite such behaviour;
3. discriminates, or vilifies, on grounds race, sex, gender, age, national origin, ancestry, religion, disability, sexual orientation or any other basis prohibited by the law;
4. defames, disparages or disrespects others, including staff, students or other officials of the School or other schools;
5. reveals or discloses private information relating to any individual;
6. advertises or solicits goods or services for trade or commerce;
7. breaches copyright or other intellectual property laws; or
8. is otherwise inconsistent with the purpose of this policy or the values of the School.

Best practice guidelines

In order to promote the purpose of this policy, members are encouraged to:

1. be authentic in your posting. Express your own views and, if you are expressing the views of someone else, make this clear;
2. express yourself in a straightforward manner, so it is easy to understand what you mean. Avoid sarcasm, innuendo and other expression that can be confusing;
3. evaluate the truth and accuracy of content before posting. If you find out something you have posted is untrue after you post it, retract and correct it as quickly as possible;
4. respect the entitlement of others to have different views to yours and to be treated in a dignified and respectful manner. Feel free to respectfully disagree with a position, but do not attack or belittle the person, school or institution you disagree with; and
5. exercise common sense and realise that anyone can potentially access, view and share what you have posted.

Administrators of OBU social media accounts

The OBU administers the OBU social media accounts through the following administrators:

- Two members of the OBU Executive
- Three members of the General Committee
- The Community Manager

Review

This policy will be reviewed by the OBU Committee from time to time, but will remain in force until amended, repealed or superseded by the OBU Committee.

Contact

For questions about this policy, please contact OBU at oldboys@shore.nsw.edu.au

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