

Ben Eoin Yacht Club and Marina Social Media Policy

This policy was approved by the Board of Directors of BEYC on August 12, 2024.

PURPOSE OF THIS POLICY

Social Media and mobile device technology brings many opportunities but also an increased threat to privacy both innocent and intended. BEYC recognizes the importance of Social Media platforms, online communities and their importance in information sharing and education.

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 minimizing potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to BEYC.

This policy contains BEYC guidelines for its community to engage in social media use. It also includes details of breaches of the policy.

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.

EXTENT OF THIS POLICY

This policy applies to all persons who are involved with the activities of BEYC, whether they are members, visitors or in a paid or unpaid/voluntary role.

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 websites, social media platforms.

This policy is applicable when using social media as:

- an officially designated individual representing BEYC on social media; and
- if you are posting content on social media in relation to BEYC that might affect BEYC's services, events, sponsors, members 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 BEYC or its services, events, sponsors, members or reputation. However, other policies,

rules, regulations or laws may still regulate any misuse by you of social media in a manner that does not directly refer to BEYC.

RESPONSIBILITIES

The BEYC will:

- Activate and comply with the policy;
- Any posts or correspondence will be consistent with our aims and tone as an organization.
- Attempt to keep its Social Media Platforms current and informative as a service to members;
- Nominate a responsible person or persons to manage the Social Media Platforms.

GUIDELINES

You must adhere to the following guidelines when using social media related to BEYC or its 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 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 everyone to see.

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. BEYC recommends erring on the side of caution - if in doubt, do not post or upload.

The Internet 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.

Respect confidentiality and sensitivity - When using social media, you must maintain the privacy of BEYC's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of BEYC.

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

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.

Gain 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.

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

Abide by copyright laws. It is critical that you comply with the laws governing copyright in relation to material owned by others.

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

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 BEYC membership at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

POLICY BREACHES

Breaches of this policy include but are not limited to:

- Using BEYC's name or logo in a way that would result in a negative impact for the club 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 that is illegal.

- 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 BEYC, its affiliates, sport, members or sponsors into disrepute. In this context, bringing a person or organization into disrepute is to lower the reputation of that person or organization in the eyes of the ordinary members of the public.

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

John Williams
BEYC Manager
(902) 828-1099
manager@beneoinmarina.com

Alleged breaches of this social media policy will be investigated.

Where it is considered necessary, BEYC may report a breach of this social media policy to law enforcement.