

Geelong Rifle Club Social Media and Communication Policy

Effective Date: 4th February 2025

1. Introduction

This Social Media and Communication Policy provides clear guidelines for the appropriate use of the club's social media channels and all forms of communication associated with the club. The policy applies to all members, staff, volunteers, and any individual authorised to represent the club or interact with the public through these channels.

This policy is aligned with the **NRAA Code of Conduct (2024)** and reflects the values of the Geelong Rifle Club (GRC), ensuring that all communication fosters a safe, respectful, and professional environment. It aims to prevent behaviours that could harm individuals, the club's reputation, or the integrity of the sport.

2. Scope

This policy covers:

- Official social media accounts of the Geelong Rifle Club (e.g., Facebook, Instagram, Twitter, YouTube, LinkedIn).
- Digital communication (emails, newsletters, website updates, etc.) distributed by the club.
- Member-to-member communication, including group chats and private messaging related to club activities.
- Personal social media activity by members, staff, and volunteers when referring to or associating with the club or the sport of rifle shooting.

This policy extends to any behaviour on social media or communication platforms where there is a connection to the GRC, its members, or the sport of rifle shooting, as outlined in the **NRAA Code of Conduct**.

3. Key Principles

Respect and Professionalism

All communications should:

- Be respectful, professional, and considerate of others, both online and offline.
- Avoid inappropriate language, offensive comments, or discriminatory content, consistent with the **NRAA's standards on respectful communication**.
- Refrain from bullying, harassment, vilification, or any conduct that disrespects others, as per the **Prohibited Conduct** outlined in the NRAA Code.
- Distinguish personal opinions from the official position of the club.

Privacy and Confidentiality

- Personal or sensitive information about members, staff, or the club must not be disclosed without proper prior consent in writing by the individual or the case of the Club, the President.
- Members have the right to request the removal of images used on official social media accounts

Accuracy and Clarity

- Ensure all shared information is accurate, truthful, and clear. Verify information before posting.
- Correct mistakes promptly and transparently.

Brand Consistency

- Use approved logos, colour schemes, and language in all communications.
 - Ensure all posts reflect the club's mission and align with the **NRAA standards for communication**.
-

4. Social Media Usage

Official Social Media Accounts

- Only authorised staff or committee members may post on official GRC accounts.
- Posts must promote events, achievements, updates, and news related to the club.
- Negative comments or feedback on official pages must be addressed professionally and constructively. If necessary, issues should be resolved privately, consistent with **NRAA conflict resolution practices**.

Personal Social Media

- Members are encouraged to share their club experiences but must clearly distinguish personal opinions from official club views.
- Members should not use personal social media to engage in activities that harm the club's reputation or violate the **NRAA Code of Conduct**.

Content Guidelines

- Content must be relevant, positive, and reflective of the club's activities and values.
 - Do not post content that promotes violence, illegal activities, or discriminatory practices, consistent with **NRAA policies**.
 - Do not share political or controversial content unless directly related to a club event or initiative.
-

5. Email and Digital Communication

Official Emails

- Use a professional tone and club email accounts for all official communications.
- Avoid using personal email accounts for club matters unless authorised.

Newsletters and Updates

- Provide relevant updates on events, achievements, and opportunities.
- Ensure recipients are subscribed to the club's mailing list and can unsubscribe by requesting to the committee to be removed.

Response Time

- Respond to queries within 48 hours. If more time is needed, acknowledge receipt and provide a timeline for follow-up.

6. Member-to-Member Communication

Group Chats

- Maintain a respectful and inclusive environment in group chats created for club activities.
- Avoid discriminatory, inflammatory, or offensive language, in line with **NRAA's expectations for respectful interaction**.
- Use group chats for club-related discussions only.

Inappropriate Topics

- Do not discuss political, religious, or sexually explicit topics in communication channels.
- Respect differing opinions. Redirect heated discussions to private settings or escalate unresolved issues to a club leader.

Moderator Authority

- Moderators may manage and remove content that violates this policy without prior notice.
- If necessary, moderators can disable group chats or remove disruptive members.

7. Monitoring and Enforcement

Monitoring

- The club reserves the right to monitor all communication platforms to ensure compliance with this policy.
- Official social media accounts and communication tools will be reviewed periodically.

Enforcement

- Violations of this policy, including inappropriate or harmful content, may result in disciplinary action as outlined in the **NRAA Code of Conduct**. Actions may include:
 - Warnings.
 - Suspension or removal of access to communication tools.
 - Termination of membership.
-

8. Incident Management and Response

Handling Criticism and Negative Comments

- Address criticism with empathy and professionalism. Keep responses constructive and solution-focused.
- If needed, resolve issues privately, following **NRAA conflict resolution strategies**.

Crisis Communication

- During crises, the club will follow a communication plan with the Club Captain and/or Secretary. All crisis communication will uphold public confidence in the sport and align with **NRAA principles**.
-

9. Legal and Ethical Considerations

- Respect copyright laws and intellectual property rights.
 - Ensure compliance with local, state, and federal laws, including defamation, data protection, and anti-discrimination laws.
-

10. Amendments to the Policy

This policy will be reviewed annually and updated as necessary. Members will be notified of significant changes.

11. Acknowledgement

By participating in the club's activities or representing the club, individuals agree to abide by this policy and the **NRAA Code of Conduct**.

For questions or concerns, contact the Club President or Secretary

Written by: David Heath

Approved by: Committee of Management