

SUT Social Media and Social Networking Policy – Information for Staff and Members

This document sets out the social media and social networking policy of the Society for Underwater Technology and its overseas branches (the Society).

The policy is intended to help SUT staff and its members make appropriate decisions about the use of, and comments made within, social media such as personal blogs, wikis, podcasts, forums, message boards and social networking websites like, but not limited to, Twitter, Facebook, Instagram and LinkedIn.

For the purposes of this document, **SUT Staff** refers to:

- all employees of the Society, at all levels whether full time or part time
- contracted individuals
- its officers and trustees
- volunteers - including all branch, technical and central committee members.

For the purposes of this document, **SUT Members** refers to all individuals who are Individual Members of the Society – in all categories - and ‘named individuals’ employed by SUT Corporate Members.

Responsibilities of SUT Staff

SUT staff must comply with this policy at all times to protect the privacy, confidentiality, and interests of the Society and its services, employees, collaborators, customers and competitors.

Breach of this policy will be taken very seriously, and could lead to prosecution and dismissal.

The SUT staff is responsible for its own compliance with this policy and for ensuring that it is consistently applied. SUT Staff should ensure that it takes the time to read and understand it. Any breach of this policy that is detected should be reported to the CEO.

Misuse of social media can, in certain circumstances, constitute a criminal offence and give rise to legal liability against the individual and the Society. It may also cause embarrassment to the Society and to its Members.

Any questions regarding the content or application of this policy should be directed to the CEO.

If you are in any doubt as to what you can and cannot say using social media, then contact the CEO.

Before using work-related social media you must:

- (a) have read and understood this policy, and
- (b) have sought and gained prior approval to do so from the CEO.

Rules for use of social media by SUT Staff

Whenever you are permitted to use social media in accordance with this policy, you must adhere to the following general rules:

1. Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.

2. Never disclose commercially sensitive, anti-competitive, private or confidential information. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with the CEO.
3. When making use of any social media platform, you must read and comply with its terms of use.
4. Do not post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip.
5. Be honest and open, but be mindful of the impact your contribution might make to people's perceptions of us as an organisation.
6. If you feel even slightly uneasy about something you are about to publish, then you shouldn't do it. If in doubt, always discuss it with the CEO first.
7. Don't discuss colleagues, competitors, customers or suppliers without their prior approval.
8. Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion.
9. If you notice any content posted on social media about us (whether complementary or critical) please report it to the Publications Officer.
10. If you feel that you have been harassed or bullied, or are offended by material posted or uploaded onto a social media website you should inform the CEO.

Responsibilities of SUT Members

SUT Members are strongly advised to comply with the rules set out in this policy in order to protect the privacy, confidentiality, and interests of the Society and its: services, employees, collaborators, customers and competitors.

SUT Members are reminded that misuse of social media can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you, as an individual, and the Society.

Use of personal blogs and social media by SUT Members

The following, regarding the use of personal blogs and social media by SUT Members, is part of the social media and social networking policy of the Society for Underwater Technology and its overseas branches (the Society). The absence of, or lack of explicit reference to a specific site does not limit the extent of the application of this policy. SUT Members should use their professional judgment concerning the proposed content within personal blogs and social media. If there is any doubt, take the most prudent action possible or consult with an SUT officer if you are uncertain.

1. Personal blogs and social media content should have clear disclaimers that the views expressed by the author are the author's alone and do not necessarily represent the views of the Society. Be clear and write in first person. Make your writing clear that you are speaking for yourself and not on behalf of the Society.
2. Although your personal blog or social media content does not necessarily reflect the views of the Society, your online presence in itself can affect the reputation of the Society. Ensure that your actions captured via images, posts, or comments do not adversely affect the reputation of the Society.
3. Be respectful to the Society, its employees, members and volunteers and other individuals, companies and competitors.

4. Do not reference or cite organizations, clients, partners, or customers without their express consent. In all cases, do not publish any information regarding a client during the engagement.
5. Respect copyright laws, and reference or cite sources appropriately. Plagiarism applies online as well.
6. Any company logos and trademarks may not be used without written consent.
7. The use of foul, inappropriate or insulting language is strictly forbidden.

June 2015