



World Water Safety

INTERNATIONAL LIFE SAVING FEDERATION

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ILS POLICY – POL 21

SOCIAL MEDIA

1. PURPOSE

This policy is intended to provide the International Life Saving Federation's (ILS) with a framework to guide the use of Social Media in a manner that is consistent with ILS' mission.

The ILS participates in conversations on social networking sites and supports its stakeholders who are interested in participating in social media activity that supports the ILS's business.

The ILS encourages positive behaviour of Social Media Users. Indeed, negative behaviour reflects on the individual and its member organization. The ILS will seek agreement with its Member Organizations that the Member Organizations will deal with/be informed with/of offenders.

We trust the ILS Stakeholders to do the right thing and exercise personal responsibility and sound judgement when participating in any conversation that references ILS in any way

2. DEFINITION

Social Media is the collective of online communications channels which may be structured around or in conjunction with community-based input. These channels will generally allow users to participate in an online community, which may or may not reflect an offline community through online collaboration, content sharing/viewing of visual imagery and text, livestreaming, chat and instant messaging functions, blogs, forums, discussion boards and other activity groups.

Stakeholders are ILS International Member Organisations, ILS Individual Members, Members of the ILS Board of Directors, ILS Commission and Committee Members, ILS Advisors, ILS Staff Members and Volunteers. This includes, as far as practicable, Suppliers, Partners and Contractors.

3. SCOPE

This policy should be read in conjunction with the following three ILS Policies:

- [ILS Policy - POL 08 - Code of Conduct](#)
- [ILS Policy - POL 15 - ILS Logo Usage Policy](#)
- [ILS Policy - POL 17 - ILS Privacy Policy](#)

The principles and codes of conduct established in the ILS Code of Conduct are extended to the realm of social media.

4. GUIDING PRINCIPLES FOR SOCIAL MEDIA USE

Whenever Social Media Users are interacting on Social Media, in a professional or personal context, the following guiding principles should always be considered and applied.

A Social Media User must:

- a. Not harass, bully, abuse or intimidate or display any other form of inappropriate behaviour.
- b. Not post personal content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, personal, offensive, aggressive, abusive, profane, hateful, racist, pornographic, sexist, sexually explicit, that infringes on copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful.
- c. Not exploit platforms to seduce, groom or inappropriately engage with Children.
- d. Not do anything that breaches their terms of employment or membership.
- e. Respond to others' opinions respectfully.
- f. Acknowledge and correct mistakes promptly.
- g. Subject to the ILS policies and otherwise the consent of the ILS, not use any ILS Intellectual Property or imagery.
- h. Ensure that all information is accurate, not misleading and complies with all relevant laws, policies, and terms of use.
- i. Only disclose and discuss approved and publicly available information and content (including videos, audio, and images).
- j. Not post content that might otherwise cause damage to the reputation of the ILS or bring it into disrepute.
- k. Not directly express a political affiliation on an official account or a personal account clearly associated with lifesaving activities.
- l. Not upload information of a confidential nature, especially regarding ILS' services or Members.
- m. Adhere to terms and use of the relevant Social Media platform/website, as well as ILS policies and comply with all relevant laws including but not only privacy and defamation laws and laws relating to use and publication of Intellectual Property.
- n. Not use ILS Intellectual Property in relation to any paid or unpaid promotion or endorsement of products or commercial entities including in kind services or gifts, unless in agreement with the ILS.

In addition, an elected or appointed ILS official, or ILS Staff Member should:

- a. Ensure that comments, posts, and responses from official ILS accounts are true and accurate.
- b. Not conduct a private business through the ILS' Social Media presence.
- c. Ensure that comments, posts, and responses from official ILS accounts are true and accurate, and link to online references and original source materials directly.

5. USE OF ILS TRADEMARK ON SOCIAL MEDIA

When using Social Media for professional or personal pursuits, all ILS Stakeholders must respect the ILS brand and follow the guidelines in place to ensure ILS' Intellectual Property and its relationships with sponsor and stakeholders are not compromised and that the ILS is not brought into disrepute.

6. USE OF PHOTOGRAPHY ON SOCIAL MEDIA

In summary, photos or video that may be interpreted as offensive, inappropriate, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, or sexist must not be used in any way. The ILS reserves the right to remove any inappropriate images from official ILS sites.

Copyright legislation should always be adhered to. If a photo or video does not belong to the ILS, written consent should be obtained, and appropriate recognition be given upon posting the content.

The written consent of any individual should be sought, before publishing a photo or video containing their image or that of their personal property. If photos or video includes a minor, written consent must be provided by a parent or legal guardian.

Use of any official ILS photo or video content on a personal Social Media account, without approval or authorisation is strictly prohibited.

7. PERMISSIONS

The ILS may create Social Media accounts to engage with its members, supporters, and the general public. Any account which represents the ILS must be authorised and approved by the ILS Business Commission or as delegated by the ILS Board of Directors. The account should identify itself as an official account representing the ILS.

The ILS currently owns/manages the following Social Media accounts

- ILS Facebook account - <https://www.facebook.com/ILSForg/inbox/>
- ILS Medical Committee Twitter account - [@ILSMedical](https://twitter.com/ILSMedical)

The ILS regularly posts content onto the following Social Media accounts which it does not directly own or manage

- International Lifesaving Referees Facebook account - <https://www.facebook.com/groups/27993029026/>
- International Lifesaving Athletes Facebook account - <https://www.facebook.com/groups/1632876983693844/>

8. PERSONAL USE OF SOCIAL MEDIA WHEN IDENTIFIABLE AS AN ILS MEMBER

Personal use can be defined as the use of non-official ILS Social Media accounts where the person can be identified as an ILS Member.

Personal use is a matter for an individual user, however, individuals will be accountable for the consequences of their actions on Social Media if such actions contravene this Policy and will be disciplined according to the policies and codes of conduct of the ILS.

9. NAMED AFFILIATIONS

Accounts (be it a blog, webpage, twitter account, Facebook page etc) that are not official, but are set up by Stakeholders of the ILS for personal reasons can have an affiliation to the ILS, so long as the following is undertaken:

- a. It should not have the affiliation with the ILS as the primary identifier.
- b. It should include a prominent disclaimer that the opinions of the user are their own and do not represent those of ILS.

For example, a staff member might include the following:

“Opinions expressed here are my own and not to be taken as an endorsement or representing the views of the ILS.”

10. POLICY BREACH

Misuse of Social Media can have serious consequences for ILS, and consequently that misuse can have serious consequences in terms of potential sanctions for Social Media Users.

The ILS is responsible for ensuring adherence to the Social Media Policy by Social Media Users included in this Policy.

Stakeholders must adhere to the Terms of Use of the relevant Social Media platform/website, as well as the ILS policies and their own organisation's policies and legislative requirements. In the event of breach and/or serious misconduct sanction action may be commenced under the relevant Bye-Laws, rules and/or other contract(s).

The ILS encourages all Stakeholders to report any use of Social Media which is perceived to have breached this policy. Reports should be directed to the ILS Executive Director at the ILS Headquarters – ils.hq@telenet.be .

Policy approved by the ILS Board of Directors on 19/09/2020.