



# Communications and Information Management Policy

## Submarines Association of Australia

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# 1.0 Purpose and Scope

The Submarines Association Australia (SAA or The Association) is committed to providing Information and Communication to support, enable and enhance its activities and help with keeping members of the Association informed of activities and matters relevant to submariners (serving and retired). It is also committed to enhancing the social connectivity and discussion between members using social media, websites and e-mail.

This policy:

- outlines acceptable use (and misuse) of SAA social media sites and SAA Websites;
- outlines the processes and procedures associated with the use of these facilities, and
- seeks to protect the SAA's reputation and safeguard its resources.

## 1.1 Scope

This policy applies to members of the SAA and consumers of SAA Information and Communication resources, but not limited to:

- SAA Communication and Information Manager;
- Office holders within the SAA;
- Members of the SAA;
- Visitors to SAA Websites and Social Media Platforms;
- Affiliates and third parties.

The National Executive of the SAA, through the Communications and Information Manager must approve exceptions to and amendments of this policy.

## 1.2 SAA Platforms

For the purpose of this policy, SAA Platforms shall include the following:

- SAA owned PC's, laptops and ICT equipment,
- SAA Cloud storage,
- SAA websites (including SAA affiliated branch websites)
- SAA Social Media Accounts/platforms.
- Official SAA Newsletters

## 2.0 Principles and Key Requirements

Communication to and between members of the SAA is a critical component of SAA activities. This is achieved through e-mail, social media sites and the SAA National and affiliated SAA State Branch websites. A key principle of this policy is that all communications shall be:

- Respectful of members,
- In keeping with the values of the Royal Australian Navy (Service, courage, Respect, Integrity and Excellence),
- A-political (i.e. not be political in any way)
- Relevant

### 2.1 Access to SAA Websites and Social Media Platforms

SAA Websites have an open section and a “members only” section. The open section is open to members of the public as well as SAA members who have an interest in the activities of the SAA. The information contained within the open section is general in nature and covers the activities of the SAA. The “members only” section is more restrictive and contains information specific to the membership of the Association.

Control of access to the “members only section” is by way of a unique username and password and is controlled by the webmaster or other Authorised Officer.

Membership is only available to current financial members of the Association or people specifically approved by the National Executive or their delegate to be granted access.

Social Media platforms (Facebook etc) are by way of a closed group which is controlled by the nominated Administrator of the relevant platform.

### 2.2 Acceptable Use of SAA Platforms

SAA requires all consumers of its ICT resources to do so in an authorised, responsible, ethical, equitable and legal manner.

Unauthorised use of these platforms may lead to increased cost, risk, and reputational damage to the SAA. This in turn has a damaging effect on the membership, decreases the esprit de corps and is against the principles of the SAA. Posting of information shall not be used:

- for gambling purposes;
- to promote interests not consistent with the aims of the SAA,
- in a manner that constitutes an infringement of copyright,
- to access, store or transmit pornographic, racist, violent, or any other unacceptable material; or
- Political in Nature.

Whilst debate and discussion around matters relevant to the Navy are encouraged, all discussion must be respectful, ethical, and not contain any classified matters or things not already in the public domain.

The relevant managers of these platforms as well as the Communications and Information Manager are authorised to remove such posts and information.

## **2.3 Misuse of SAA Platforms**

The Communications and Information Management officer may authorise an investigation into alleged misuse. If allegations are deemed to be valid and of a serious nature, evidence of misuse will be reported to the National Executive of the SAA.

## **2.4 Email and Bulk Messaging**

E-mailing and bulk messaging is a recognised method of communicating with the wider membership of the SAA. Such e-mail distribution lists are controlled lists and as such, e-mail to members shall be via a BCC or an appropriate and approved mail system (such as mailchimp©) and the entire distribution list is to be hidden such that the list is not copied.

The sender of any communication (via e-mail or bulk messaging) is to ensure that the entire distribution list is not disclosed to the recipients. Such prohibition does not apply to e-mails associated with small groups such as state committees or national committees which exist for specific purposes.

All members have the right to opt out of bulk communications messages and the authorised holders of distribution lists are to maintain a register of those members who have opted out of bulk communications and messaging.

All bulk e-mails/newsletters sent out under the auspices of the Association are subject to this policy and as such require editorial approval by a member of the National Executive Committee (or their nominated representative) prior to distribution. This is to protect both the reputation of the Association and ensure that communications are consistent with this policy. Management and Editorial arrangements will be documented and agreed by the NEC.

## **2.5 Digital Presence**

SAA's digital presence includes websites (both national and state based) and Social Media Platforms SAA's digital presence must:

- Comply with relevant legislation and SAA's policies and procedures;
- Meet the needs of members;
- Be cohesive and consistent,
- Be accurate and up-to-date.

The Communications and Information Manager is to implement processes which ensure that regular checks of the Association's Digital Presence are undertaken in order to comply with

this policy. Such reviews shall be no less frequent than every 6 months. A summary shall be provided to the National Executive noting any corrective action taken. This process should not be viewed as a punitive measure, but rather an approach to ensure consistency and accuracy of the Association's Digital Presence.

## **2.6 Information Management and Privacy Policy**

SAA seeks to respect the privacy and confidentiality of its members and protect its information and assets. In addition to this policy document, the SAA Privacy Policy (yet to be completed and endorsed) are the primary documents for the management of information and privacy.

The Privacy of information relating to members is a key consideration of the SAA. The SAA will not knowingly without permission publish the names and contact details of members (as a member or as an office holder) without their express permission. The CIM shall maintain a register of the names and contact details which have been expressly authorised for release on websites and social media platforms.

Individuals posting to social media platforms automatically authorise the release of their personal information as already authorised in the privacy policy of the relevant social media platform.

## **2.7 Collection, Storage and Security of Personally Identifiable Information**

The SAA will occasionally collect Personally Identifiable Information (PII) as part of its responsibilities to ensure that only verifiable current and former submariners are granted access to secure 'members only' services. The PII collected may include such information as:

- Name and address
- Submarines served in
- Honours and awards granted

This information shall be collected for the lawful purposes as stated at the time it is collected and will require the consent of the applicant to provide that information to the Association.

Such information collected will be stored securely to prevent unauthorised access or disclosure. The information will be destroyed or deleted when it has served the purpose for which it was collected.

Any SAA member will have the right at any time to request what information is held by the Association. The member will also have the right to request any such information be destroyed if they cease to be a member of the SAA.

## **3.0 Roles, Responsibilities and Accountabilities**

### **3.1 Communications and Information Manager**

The SAA National Executive shall appoint a Communications and Information Manager (CIM). This role is separate to the more technical role of the Web master and Social Media Administrators. The role of the CIM is more focused on governance and the administration of good policy which in turn protects the reputation and liability of the SAA. A detailed Position Description of the CIM is provided in Appendix A to this policy. In general, the position is responsible for the following:

- (a) Advising the National Executive of the SAA of the management of websites and social media sites,
- (b) Providing regular reporting regarding communications (usage, policy, suggested changes and strategies to improve communication)
- (c) Working with the relevant webmaster(s) and Social Media Administrators and Newsletter editor(s) to ensure sound practice and compliance with this policy,
- (d) Working with the Executive, Webmaster and social Media Administrators to increase communication and engagement with members,
- (e) Development and implementation of a Strategic Communication Plan for the SAA.

The CIM shall be a member of the National Executive and Shall be appointed by the National Executive for a period of three years.

Such appointment may be terminated without notice for gross breaches of this policy or of the constitution of the SAA.

The CIM Shall maintain a close working relationship with the Webmaster(s), Social Media Administrator(s) and relevant Newsletter Editors in order to implement the Communications Strategy and ensure a robust flow of relevant and appropriate communication with the membership of the SAA.

### **3.2 Webmaster**

The Webmaster of the SAA National Website and associated branch websites are to comply with this policy.

The CIM shall maintain a register of those websites authorised by the SAA and authorised by the SAA to carry the SAA logo. Other sites outside of this registered and approved list shall not be considered official SAA sites and must expressly indicate that they are not authorised SAA Sites or communication channels. {NOT SURE IF WE CAN ENFORCE THIS. AS AN ALTERNATIVE, WE MAY JUST PUT AN AUTHORISATION STATEMENT ON OUR WEBSITES}

The Webmaster shall ensure that the information of the Website is accurate and up to date.

A report (not less frequently) than every 6 months shall be provided to the CIM advising of traffic to the website and matters relevant to the management of the website.

The Webmaster shall ensure that minimum security protocols of https are maintained and that relevant security certificates for the web site are maintained.

### **3.3 Social Media Manager/Administrator(s)**

The State Branches (where applicable) and the National Executive Committee shall appoint in writing the nominated Administrators of the Social Media sites. The Communications and Information Manager shall maintain a complete list of all sites and the relevant administrators.

## **4.0 Monitoring, Review and Assurance**

### **4.1 Websites**

Websites shall be reviewed periodically by the CIM for assurance in relation to compliance with this policy and to provide an independent view of consistency across sites, relevance of information and appropriateness of information. Such review should be considered a collaborative exercise between the CIM and the webmaster(s).

Any website shall contain a link to or a copy of the SAA Privacy Policy (YET TO BE DEVELOPED)

### **4.2 Creation of new Sites and Channels**

Authority to Create or open new sites and channels (e.g. any new Channel including website, social media channel, official newsletters, official e-mail addresses etc. must be approved and minuted by the National Executive Committee)

### **4.3 Ownership, Payment and Management of Official SAA Domain names**

The SAA and the relevant State Branches shall be the authorized owners of the SAA and relevant SAA Branch website domain names. Authority for the administration of Domain names shall be delegated to the relevant webmasters, however ownership of all Intellectual property as well as the domain names shall remain with the SAA and relevant State branches.

The CIM shall maintain a register of all SAA registered domains as well as authorities and expiry dates. This shall form part of the annual report.

Payment of the relevant domain registration fees shall be made by the National and State Treasurers as appropriate.

### **4.4 SAA Logo**

The SAA Logo and name may only be used on authorized websites and social media platforms.

A statement shall be included on each website indicating that the site is an authorized site of the Submarines Association Australia and may include a copy of the National Logo.

Sites and Channels not specifically authorized shall not use the SAA logo, name "SAA", Submarines Association Australia or purport in anyway to be an official channel of the Association.

## **5.0 Recording and Reporting**

### **5.1 Records**

The CIM shall keep a record of all official SAA Communications channels which is to include the following information:

- Channel Name,
- Authorised administrator(s),
- Details of the functions of the channel,
- Relevant licences, costs and expiry/renewal dates (as applicable)

### **5.2 Reporting**

As part of the Annual reporting process, the SAA will provide a report to the members in relation to communications made throughout the year. The CIM shall be responsible for the compilation of this report for submission to the National Secretary of the Association.

## **6.0 Administrative**

### **6.1 Related Policies**

### **6.2 Related Legislation**

*Telecommunications (Interception and Access) Act 1979 (Cth)*

*Privacy Act 1988 (Cth)*

### **6.3 Definitions**

SAA –	Submarines Association Australia
HTTPS	Hypertext Transfer Protocol Secure
CIM	Communications and Information Manager
The Association	Submarines Association Australia
NEC	National Executive Committee
PII	Personally Identifiable Information

# Appendix A

## *Position Description – Communications and Information Manager*

### **Position Title**

Communications and Information Manager (CIM) – SAA

### **Appointment term**

3 Years or unless terminated by the NAA or by mutual agreement

### **Background**

The SAA National Executive shall appoint a Communications and Information Manager (CIM). This role is separate to the more technical role of the Web master and Social Media Administrators. The role of the CIM is more focused on governance and the administration of good policy which in turn protects the reputation and liability of the SAA. Whilst it would be useful for the CIM to have a technical knowledge, this position is more aligned to governance and reporting and ensuring a robust communications and information management plan for the Association. It is a key advisory role to the NEC.

### **Key Responsibilities**

- i. Advising the National Executive of the SAA of the management of websites and social media sites,
- ii. Providing regular reporting regarding communications (usage, policy, suggested changes and strategies to improve communication)
- iii. Working with the relevant webmaster(s) and Social Media Administrators and Newsletter editor(s) to ensure sound practice and compliance with this policy,
- iv. Working with the Executive, Webmaster and social Media Administrators to increase communication and engagement with members,
- v. Development and implementation of a Strategic Communication Plan for the SAA.
- vi. In conjunctions with the Webmaster (s), Newsletter Editors and Social Media Administrators, provide consolidated reporting as per this policy.
- vii. Ensure that appropriate safeguards are in place for the protection of PII and the security of data.
- viii. Provide advice to the National Executive Committee on steps to maintain and improve the security of SAA Information and Communications.
- ix. Establish controls and processes around PII.
- x. Provide Editorial Oversight as directed by the NEC
- xi. Developing appropriate amendments and improvements to this policy to ensure its continued relevance to the SAA.

The CIM Shall maintain a close working relationship with the Webmaster(s), Social Media Administrator(s) and relevant Newsletter Editors in order to implement the Communications Strategy and ensure a robust flow of relevant and appropriate communication with the membership of the SAA.