Purpose

The following social media guidelines have been developed for Life Saving Victoria (LSV) and lifesaving clubs over the 2020/21 lifesaving season, based on current Victorian Government coronavirus (COVID-19) directions, to outline best practice for taking and sharing of photos of staff, volunteer members and members of the community that are published on social media.

In line with directions from Victoria’s Chief Health Officer:
- Ensure that all photo subjects are adhering to physical distancing requirements (1.5m).
- Ensure that all photo subjects 12 years and over are wearing a mask or face covering.

In line with LSV and Club COVIDSafe Plans:
- Ensure that appropriate PPE is worn if any photos are taken of members during patrol hours (protective eyewear can be moved for photo).
- Ensure photo reflects the correct number of patrol members allowed on patrol in line with guidelines.

Examples of best practice photo use from other emergency services:
- VICSES: https://www.facebook.com/vicses/posts/10157554005487541
- Ambulance Victoria: https://www.facebook.com/AmbulanceVictoria/posts/404258280576880
- Victoria Police: https://www.facebook.com/victoriapolice/posts/4303900293015407
- The Victorian Government also produces social media digital standards guidelines that can be useful to refer to for best practice principles.