

- The ORCV has the following two Facebook Pages which are part of the ORCV's Online Presence Strategy:
  - <https://www.facebook.com/OceanRacingClub>
  - <https://www.facebook.com/MelbourneOsaka>
- We have a number of Facebook Page Content Creators who post updates as the Page.
- Content Creators should familiarise themselves with various Facebook functions including:
  - Care needs to be taken when posting updates to the Page to check whether Content Creators are posting as themselves or the Page.
  - Particular care is required when using the Facebook app or Facebook Pages app from SmartPhones or Tablets as many default to any updates being posted as the Page and not the Individual eg. We have numerous inadvertent "Likes" on comments from the Page that were intended to be from individuals.
  - Text in Status update cannot be edited, they can only be deleted – this is a Facebook imposed restriction.
  - Content Creators can edit Comments made on Status updates made by anyone including any posted by any Content Creator as the Page
  - Comments made when Uploading Photos can be edited and deleted.
  - See Facebook Help – **Pages**  
[https://www.facebook.com/help/282489752085908/?helpref=hc\\_fnav](https://www.facebook.com/help/282489752085908/?helpref=hc_fnav).
- For all photos that are uploaded as part of a Status update or as an album, please acknowledge the source of the photo. eg. '© Google maps' or 'Photo by Neville Rose'.
- For certain events (eg. Melbourne to Osaka), nominated Content Creators posted updates on certain topics and for specific entrants – this is designed to assist with avoiding duplication. eg. During the 2013 Osaka race, Ian MacWilliams posted updates from Southern Cross.
- We would very much prefer that NOK find out about incidents from the Incident Management Team (IMT) before they hear it from other sources, so check with IMT before posting updates in Incidents. This can be a challenge with "the grape vine" and social media.
- Only Race Directors, Principal Race Officer and ORCV Flag Officers should post updates, including answers to queries, regarding any incidents or official race items such as Sailing Instructions queries, Protest information, Results, Retirements etc.



**Ocean Racing Club of Victoria**

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- ORCV Incident Management protocols include: If an incident occurs, such as a retirement or failure to respond to a position report, the ORCV Race Director will brief the ORCV Incident Management Team who will notify the Next of Kin before any public announcements are made.
- We must maintain balanced, unbiased reporting. Personal opinions should not be posted as the Page.
- All updates should be spell checked before being posted
- Videos should be uploaded to the ORCV YouTube Channel with Facebook posts including a link to the YouTube Channel video. Videos should not be uploaded directly to Facebook.
- Photo Albums using consistent naming conventions to existing Albums should be created for multiple photos, rather than just upload to the wall.
- If the Content relates to a specific event or entrant the initial text/heading should include provide details of the event or entrant. Eg. "Onboard update from The Escapee ESCAPADE via sat phone email Friday 19 April, 2013:".
- Where appropriate Website articles pages should be created and links to those articles updated on Facebook Page.
- Ultimate moderation of all content and the appointment and removal of Content Creators remains with nominated ORCV media personnel.
- With images posted to all ORCV platforms, need to be quality, clear and must have no alcohol in them.