



## WARRAGUL AND DISTRICT AMATEUR BASKETBALL ASSOCIATION

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# SOCIAL MEDIA POLICY

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### Policy Overview and Purpose

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. This policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy contains Warragul & District Amateur Basketball Associations guidelines for the basketball community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

### Policy Coverage

This policy applies to all persons who are involved with the activities of Warragul & District Amateur Basketball Associations whether they are in a paid or unpaid/voluntary capacity and including:

- members, including life members of Warragul & District Amateur Basketball Association
- persons appointed or elected to boards, committees and sub-committees;
- employees of Warragul & District Amateur Basketball Association
- members of the Warragul & District Amateur Basketball Association Executive;
- coaches and assistant coaches;
- athletes;
- referees, umpires and other officials;
- associations member;
- affiliated clubs and associated organisations

Email: [operations@warragulbasketball.org.au](mailto:operations@warragulbasketball.org.au)

Web: [http://websites.sportstg.com/assoc\\_page.cgi?c=1-800-0-0-0&assoc=800](http://websites.sportstg.com/assoc_page.cgi?c=1-800-0-0-0&assoc=800)



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### Social Media

Refers to any online tools or functions that allow people to communicate and/or share content via the internet.

**This social media policy applies to platforms including, but not limited to:**

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

**This policy is applicable when using social media as:**

- an officially designated individual representing Warragul & District Amateur Basketball Association on social media; and
- if you are posting content on social media in relation to Warragul & District Amateur Basketball Association that might affect business, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Warragul & District Amateur Basketball Association or its business, competitions, teams, participants, events, sponsors, members or reputation.

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### Using Social Media in an Official Capacity

You must be authorised by Warragul & District Amateur Basketball Association board of directors before engaging in social media as a representative of Warragul & District Amateur Basketball Association

As a part of Warragul & District Amateur Basketball Association's community you are an extension of the Warragul & District Amateur Basketball Association.

As such, the boundaries between when you are representing yourself and when you are representing Warragul & District Amateur Basketball Association can often be blurred. This becomes even more of an issue as you increase your profile or position within Warragul & District Amateur Basketball Association. Therefore, it is important that you represent both yourself and Warragul & District Amateur Basketball Association appropriately online always.

### Guidelines

You must adhere to the following guidelines when using social media related to Warragul & District Amateur Basketball Association's, competitions, teams, participants, events, sponsors, members or reputation.

#### **Use Common Sense**

- Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.
- If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

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### **Discrimination, Sexual Harassment and Bullying**

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate. When using social media, you may also be bound by Warragul & District Amateur Basketball Association's values.

### **Policy Breaches**

Breaches of this policy include but are not limited to:

- Using Warragul & District Amateur Basketball Association's name or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing Warragul & District Amateur Basketball Association and its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

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### **Reporting a Breach**

If you notice inappropriate or unlawful content online relating to Warragul & District Amateur Basketball Association, its affiliates or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately in writing to the secretary of Warragul & District Amateur Basketball Association.

### **Disciplinary Action**

Investigation of alleged breaches of this social media policy will be investigated by Warragul & District Amateur Basketball Association and where applicable disciplinary action will be taken.

Where it is considered necessary, Warragul & District Amateur Basketball Association's may report a breach of this social media policy to police.

Employees, members, referees and board of directors of Warragul & District Amateur Basketball Association who breach this policy may face disciplinary action up to and including termination of membership in accordance with Warragul & District Amateur Basketball Association's Constitution

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