



# Warrandyte Basketball Association

## SOCIAL MEDIA POLICY

Date: 09.06.2020

### 1. Introduction:

Social media is changing the way we communicate.

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. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

### 2. Purpose:

This policy assists to establish a culture of openness, trust and integrity in all online activities related to the Warrandyte Basketball Association (WBA).

This policy contains WBA guidelines for the WBA 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.

### 3. Coverage:

This policy applies to all persons who are involved with the activities of WBA, whether they are in a paid or unpaid/voluntary capacity and including:

- members, including life members of WBA
- persons appointed or elected to the WBA committees and sub-committees;
- employees of WBA;
- coaches and assistant coaches;
- athletes;
- referees, umpires and other officials;
- member associations

### 4. Scope:

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)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Online encyclopedias (e.g. Wikipedia, 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.



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This policy is applicable when using social media as:

1. an officially designated individual representing WBA on social media; and
2. if you are posting content on social media in relation to WBA that might affect WBA's business, products, services, 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 WBA or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation.

## **5. Using social media in an official capacity:**

You must be authorised by WBA Committee and/or its Administrator before engaging in social media as a representative of WBA. As a part of WBA's, community you are an extension of the WBA brand. As such, the boundaries between when you are representing yourself and when you are representing WBA can often be blurred. This becomes even more of an issue as you increase your profile or position within WBA. Therefore it is important that you represent both yourself and WBA appropriately online at all times.

## **6.Guidelines:**

You must adhere to the following guidelines when using social media related to WBA or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

## **7.Use common sense:**

Whenever you are unsure as to whether or not 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. When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for WBA.

## **8.Protecting your privacy:**

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it. Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

## **9.Honesty:**

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. WBA recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.



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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.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

## **10. Reasonable use:**

If you are an employee of WBA, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

## **11. Respect confidentiality and sensitivity:**

When using social media, you must maintain the privacy of WBA's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of WBA.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by WBA, it is perfectly acceptable to talk about WBA and have a dialogue with the community, but it is not okay to publish confidential information of WBA. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about WBA: e.g. team, coaching practices and financial information.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

## **12. Gaining permission when publishing a person's identifiable image:**

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person. You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour. In every instance, you need to have consent of the owner of copyright in the image.

## **13. Complying with applicable laws:**

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

## **14. Discrimination, sexual harassment and bullying:**

The public in general, and WBA's employees and members, reflect a diverse set of customs, values and points of view. You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.



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## 15. Branding and intellectual property of WBA:

You must not use any of WBA's intellectual property or imagery on your personal social media without prior approval from WBA.

WBA's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on WBA's official social media sites or website.

You must not create either an official or unofficial WBA presence using the organisation's trademarks or name without prior approval from WBA.

You must not imply that you are authorised to speak on behalf of WBA unless you have been given official authorisation to do so by WBA or its administrator.

## 16. Policy breaches:

Breaches of this policy include but are not limited to:

- Using WBA's name, motto, crest and/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 content in breach of WBA's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- 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 WBA, 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.

## 17. Reporting a breach:

If you notice inappropriate or unlawful content online relating to WBA or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the WBA Committee or its Administrator.

## 18. Investigation:

Alleged breaches of this social media policy may be investigated according to WBA's Constitution. Where it is considered necessary, WBA may report a breach of this social media policy to police.

## 19. Disciplinary process, consequences and appeals:

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the WBA's Member Protection Policy.



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Employees of WBA who breach this policy may face disciplinary action up to and including termination of employment in accordance with WBA Member Protection Policy or any other relevant policy.

## 20. Appeals:

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under the Complaints and Grievances Policy.

## 21. Related policies

- Code of Conduct
- Harassment and Bullying Policy
- Member Protection Policy
- Safeguarding Children Policy
- Complaints and Grievances Policy

## 22. Authorisation

This policy was adopted by the WBA Committee on the 21 June 2020.

## 23. Review Date

This policy will be reviewed every 12 months

### DOCUMENT CONTROL TABLE

Version No.	Approved by:	Date approved:	Next review date:
1	WBA Committee	21 June 2020	June 2021