



## SOCIAL MEDIA POLICY

### **Policy overview and purpose**

Social media is changing the way we communicate.

This policy has been developed to inform our entire 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.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to MAITLAND BASKETBALL ASSOCIATION (MBA).

This policy contains MBA guidelines for the MBA 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.

Material online effectively lasts forever, may be replicated endlessly, and may be sent to recipients who were never expected to see it, or who may view it out of context. This should **ALWAYS** be remembered when using Social Media Platforms.

## Underlying principles

This policy complements MBA's goals:

We are committed:

- To uphold the values essential to the fulfillment of our mission: participation, inclusive, ethical, trust & integrity, fun, safe and promoting a healthy lifestyle.
- In our representative program to attract young men and women of character who embody our values both in competition and in their service to the community.
- To sustain a program that is committed to the intellectual, physical, and ethical development of its athletes, and that encourages achievement.
- To compete perennially for team and individual championships.
- To adhere to principles of fiscal responsibility.
- To support a program of, club sports, and recreation that meets the needs and interests of our membership and of the larger community.
- To support a program that promotes fitness, healthy life styles, and life-long physical activity.
- To ensure the safety of all members but especially children and the vulnerable.

The Operations Manager of MBA is responsible for all matters related to this policy.

## Coverage

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

- members, including life members of MBA
- persons appointed or elected to MBA board, committees and sub-committees;
- employees of MBA;
- members of the MBA Executive;
- support personnel, including managers, court supervisors, referee supervisors;
- coaches and assistant coaches;
- athletes;
- referees, umpires and other officials; and
- spectators and family members.

## 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)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, Gloryleague etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)

- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- 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:

1. an officially designated individual representing MBA on social media; and
2. if you are posting content on social media in relation to MBA that might affect MBA'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 MBA or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to MBA may still be regulated by other policies, rules or regulations of MBA.

### ***Using social media in an official capacity***

You must be authorised by the Operations Manager of MBA before engaging in social media as a representative of MBA.

To become authorised to represent MBA in an official capacity, you must have reviewed the below link and also have an up to date Working With Children Check number which has been provided to the Operations Manager or MBA Member Protection Information Officer (MPIO).

**LINK:** <https://esafety.gov.au/esafety-information/games-apps-and-social-networking>

As a part of MBA's, community you are an extension of the MBA brand.

As such, the boundaries between when you are representing yourself and when you are representing MBA can often be blurred. This becomes even more of an issue as you increase your profile or position within MBA. Therefore it is important that you represent both yourself and MBA appropriately online at all times.

### **Guidelines**

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

### ***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 MBA.

### ***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.

### ***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. MBA 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.

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.

### ***Use of disclaimers***

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of MBA) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble - - it may not have legal effect.

### ***Reasonable use***

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

### **Respect confidentiality and sensitivity**

When using social media, you must maintain the privacy of MBA’s confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of MBA, especially to competing basketball associations of businesses competing with MBA and the Maitland Federation Centre (MFC).

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 MBA, it is perfectly acceptable to talk about MBA and have a dialogue with the community, but it is not okay to publish confidential information of MBA. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our teams, coaching practices, financial information and trade secrets.

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.

### **Creating a sense of community**

Social Media is a great way to build the MBA brand and the community in which we support. At no stage should you utilise social media platforms to negatively impact on the MBA community. While this is difficult to define this includes, but is not limited to, simple activities such as:

- “Unfriending” one of MBA’s members
- Publically ridiculing one of MBA’s members
- Making any derogatory, discriminatory, degrading or other negative comments about MBA or an MBA member

### **Online “Friends/Connections”**

MBA understands that social media is a way for people to “connect.” However, this must be balanced with protection towards our members of **ALL** ages. **MBA strongly recommends** all members abide by the following table in terms of “friending/connecting” with other members of different ages on various social media platforms for the protection of themselves and minors:

<b>Member Age</b>	<b>U’12</b>	<b>12 – 13</b>	<b>14 – 15</b>	<b>16 – 17</b>	<b>18 +</b>
Coach	No	No	No	Yes*	Yes
Manager	No	No	No	Yes*	Yes
MBA designated volunteer (eg: board, committee member, court/referee supervisor, etc)	No	No	No	Yes*	Yes
Referee	No	No	No	Yes*	Yes
Bench Official	No	No	No	Yes*	Yes

\* Connection is allowed with member’s parent/guardian permission.

## ***Conversations Between Adults & Minors***

MBA expects that any one on one conversations between an adult and a minor (under 18 years of age) must NOT occur without the presence of the minor's parent or another adult (such as the manager of the team). MBA recommends that adults should not place themselves in situations where one on one conversations could occur without other adults in attendance. This is for the protection of the minor as well as the adult. This rule is also to be enforced for any online conversations between an adult and a minor in that the adult should not have private conversations online with a minor.

### ***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.

### ***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.

### ***Abiding by copyright laws***

It is critical that you comply with the laws governing copyright in relation to material owned by others and MBA's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

### ***Discrimination, sexual harassment and bullying***

The public in general, and MBA's employees and members, reflect a diverse set of customs, values and points of view.

You must not post any material that may be considered offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you may also be bound by MBA's values and Anti-Discrimination, Harassment and Bullying Policy.

### ***Avoiding controversial issues***

Within the scope of your authorisation by MBA, if you see misrepresentations made about MBA in the media, you may point that out to the relevant authority within MBA. Always do so with respect

and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

### ***Dealing with mistakes***

If MBA makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses MBA of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

### ***Conscientious behaviour and awareness of the consequences***

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your employment and/or access to MBA social media sites at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

### ***Branding and intellectual property of MBA***

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

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

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

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

You must not imply that you are authorised to speak on behalf of MBA unless you have been given official authorisation to do so by the Operations Manager of MBA or President of MBA.

Where permission has been granted to create or administer an official social media presence for MBA, you must adhere to the MBA Branding Guidelines.

### **Policy breaches**

Breaches of this policy include but are not limited to:

- Using MBA'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 MBA'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 MBA, 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.

### ***Reporting a breach***

If you notice inappropriate or unlawful content online relating to MBA or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately. This should be reported to MBA's Member Protection Information Officers (MPIO) via phone or email:

Stacy Jacobs – 0424688147 – [Stacey\\_dee\\_jacobs@yahoo.com.au](mailto:Stacey_dee_jacobs@yahoo.com.au)

Wendy Reilly (Operations Manager) – 4934 3503 - [operations@maitland.basketball.net.au](mailto:operations@maitland.basketball.net.au)

### ***Investigation***

Alleged breaches of this social media policy may be investigated according to MBA's relevant policy and procedures as in place at the time.

Where it is considered necessary, MBA may report a breach of this social media policy to police.

### ***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 MBA's Member Protection Policy. MBA will use evidence that it has access to including but not limited to screenshots, videos and written options.

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

### ***Related policies***

- Code of Behaviour
- Member (including Child) Protection Policy
- Complaint Management Policy

**Approved by MBA Board on 9<sup>th</sup> January 2017.**