



## SOCIAL MEDIA POLICY

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<b>Authorised by:</b>	CEO	<b>Next Review Date:</b>	June 2023

### Purpose

Social media is now part of everyday life for a growing number of people and is evolving the way we communicate and market our sport. As a member-based organisation, Basketball SA recognises the benefits of social media as an important tool of engagement and enrichment for its members and participants and welcomes comments, ideas, and insights from its basketball community.

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.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or consult the CEO or Stakeholder Relations Manager.

### Scope

This policy applies to all persons who are involved with the activities of Basketball SA including Commissioners, employees, referees, officials, volunteers, players, coaches, members, life members, parents and spectators and applies to all social media platforms.

This policy is applicable when using social media:

1. As an officially designated individual representing Basketball SA on social media
2. If you are posting content on social media in relation to Basketball SA that might affect Basketball SA's business, products, services, events, sponsors, members or reputation.
3. If you are engaged by Basketball SA and posting on social media that may affect a Basketball SA participant, sponsor or members 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 Basketball SA or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, misuse of social media in a manner that does not directly refer to Basketball SA may still be regulated by other Basketball SA policies, rules or regulations.*

### Definitions

#### Engaged by Basketball SA

For the purpose of this policy, a person engaged by Basketball SA to perform a specific task on behalf of the organisation will include (but not be limited to) staff, contract staff, referees, officials, volunteers (eg. coach, committee member, Commissioner).

#### Intellectual Property

Basketball SA's intellectual property includes but is not limited to:

- trademarks
- logos

- slogans
- imagery which has been posted on Basketball SA's official social media sites or website.

## Social Media

For the purpose of this policy, social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

### Social Media Platforms

Social media platforms include, but are 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, 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.

## Policy

### 1.0. Using social media in an official capacity

The CEO will determine who is authorised to use social media in an official capacity eg. staff member whose role includes social media updates.

Authorised persons must consult the CEO before posting any information on social media platforms in the following circumstances:

- If you are unsure as to whether or not the content you wish to share is appropriate
- If you see misinterpretations or unfair information about Basketball SA in the media
- If Basketball SA is accused of posting something improper (such as copyrighted material or a defamatory comment).

### 1.1. General Guidelines

You must adhere to the following guidelines when using social media in an official capacity:

- **Use common sense** - Remember, you are an ambassador for Basketball SA. Avoid publishing any personal opinions – stick to facts.
- **Protect your privacy** – Refrain from posting content that is not intended to be publicly available. Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.
- **Respect confidentiality** – Unless authorised, confidential information must not be published. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about Basketball SA operations eg. team selection, coaching practices, financial information.
- **Be sensitive** - Do not post information when you have been asked not to, or where consent has not been sought and given. Seek permission if information directly

relates to an individual and remove information about an individual if asked. Parental or guardian consent is mandatory when publishing any information regarding minors .

*Please note: Permission to take and publish images is granted to Basketball SA when registering as a player, coach or referee. Participants consent to images being taken by (or on behalf of) Basketball SA and being used for promotional purposes by and for Basketball SA. Images may be shown in a public environment (in South Australia, interstate and/or overseas). This permission releases Basketball SA from any claim arising out of a person's appearance in the use of images or claim to payment.*

- **Honesty** - Be transparent and honest, check your facts. You are accountable for your actions. Do not post anonymously, using pseudonyms or false screen names.

## **1.2. Obligations**

### **Permission to publish a person's identifiable image**

You must obtain permission from:

- Owner of any copyright
- An individual that is not a registered member (see note above) if using 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. See the Basketball SA Video and Photography Policy for more information.

### **Compliance**

- Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content
- Posts must comply with the laws governing copyright in relation to material owned by others and Basketball SA's own copyrights and brands. It is good practice to link to others' work rather than reproduce it. Sources of information or quoted content must be acknowledged
- Posts must comply with this and other policies of Basketball SA and Basketball Australia
- Posts must comply with the rules of basketball
- Posts must comply with any other State or Commonwealth law.

### **Branding and intellectual property**

You must adhere to Basketball SA's Branding Guidelines. See Basketball SA's Communication Values, Standards and Style Guide.

### **Discrimination, 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.

For further information please refer to Basketball SA's Member Protection Policy.

### **Dealing with mistakes**

Be up front and address any errors quickly. If you choose to modify an earlier post, make it clear that you have done so.

## **2.0. Using social media in an un-official capacity**

Many members as well as persons engaged by BSA will be active on social media in some way.

Persons engaged by Basketball SA should refrain from commenting on posts that directly relate to Basketball SA without the permission/approval of the CEO. It is not appropriate to use social media to air personal grievances or state your personal view/opinion regarding matters that concern Basketball SA or any of its members.

Basketball SA has a zero tolerance position on cyber bullying. Material that is considered offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate is unacceptable and will not be tolerated. Refer to the Member Protection Policy for more details.

Basketball SA has the right to request any member or person engaged by Basketball SA to remove a post if it is in breach of this policy.

## **3.0. Social Media Relations**

It is recognised that social media platforms can be an effective way to communicate in groups eg. team communication. There are some instances however where the 'social media relationship' can be unsuitable to the objectives of Basketball SA.

A person has the right to refuse social media contact. Individuals should consider their own privacy settings and ability to 'block' unwanted contact. Continual unwanted contact may constitute harassment and can be reported through the Member Protection Policy.

### **Guidelines**

- An adult engaged by Basketball SA should only instigate a private social media connection with a member of Basketball SA who is considered a minor for the purpose of their role (and in line with this policy), or where the people are otherwise known to each other.
- Group communication that includes minors, should have at least two adults (known to the group) as part of the group
- Do not exclude anyone from a social media communication group that would ordinarily otherwise form part of that group
- An adult must refrain from sending private messages to a minor (email, text, social media) unless the minor's parent/guardian is copied into the correspondence.
- Try to keep communication relevant to the purpose of the group eg. disseminating training/competition information.
- Coaches and team staff should refrain from 'friend requests' or 'follow' etc on social media forums unless otherwise approved.
- Coaches who are 'friends' with or 'follow' etc athletes who are minors may only do so if the coach is also a friend of the minor's parent/guardian or adult nominated by the parent/guardian.

## **4.0. Branding and intellectual property**

It is important that staff and volunteers of Basketball SA behave appropriately when referencing Basketball SA in any capacity. You must not imply that you are authorised to speak on behalf of Basketball SA unless you have been given official authorisation by the CEO.

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

## 5.0. Policy breaches

If you notice inappropriate or unlawful content online relating to Basketball SA 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 CEO or Stakeholder Relations Manager.

Where it is considered necessary, Basketball SA may report a breach of this policy to police.

### 5.1. Disciplinary process

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in Basketball SA's Member Protection Policy and/or Grievance and Dispute Policy.

## Additional Information

### Related Basketball SA policies, procedures and Guidelines

- Member Protection Policy
- Video and Photography Policy
- Grievance Policy
- Competition by-laws
- Tribunal by-laws
- Code of Conduct
- Communication, Values, Standards and Style Guide

### Legal Considerations

Other legal considerations that may be applicable include, but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trademark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court

## Appendices

No appendices

## Version Control

Version	Date	Nature of Amendment	Update Author(s)
1	5 Feb 2019	New Policy	Stakeholder Relations
2	7 June 2021	Update to new format. General review. Inclusion of 3.0	Stakeholder Relations