



TITLE: USE OF SOCIAL MEDIA

1.0 PURPOSE

This policy is intended to protect the interests of this member organisation; it's members and associated stakeholders by defining the requirements expected in the use of social media. Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, Bowls ACT recognises the benefits of social media as an important tool of engagement and enrichment for its members. Along with those benefits are associated risks to the reputation of the organisation, its members and followers and individuals who might interact with the organisation through social media channels.

2.0 DEFINITION OF SOCIAL MEDIA

Social media includes, but is not limited to, the generation or sharing of content by an individual. It can include (but is not limited to) such activities as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- Content sharing include Pinterest, Flickr (photo sharing) and YouTube (video sharing);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites, or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards);
- Editing a Wikipedia or other editable page.

Bowls ACT and its member clubs have long histories and are highly respected organisations. It is important that their reputations are not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation or members clubs.

3.0 INTENT OF THE POLICY

The intent of this policy is to include anything posted online where information is shared that might affect parent clubs, bowls clubs, members, colleagues, clients, sponsors, the sport itself or Bowls ACT as an organisation.

Who does it apply to?

This policy applies to Bowls ACT members, staff or any individual representing themselves or passing themselves off as being a member of Bowls ACT.

When someone clearly identifies their association with Bowls ACT, and/or discusses their involvement in the organisation in areas defined as social media, they are expected to behave and express themselves appropriately, and in ways that are consistent with Bowls ACT's values and policies.

Where does it apply?

This policy covers all forms of social media. (refer Section 2.0 above)

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by Bowls ACT members or staff member where the Bowls ACT member or staff member makes no reference to the Bowls ACT or related issues.

4.0 GUIDING PRINCIPLES

The web is not anonymous. Bowls ACT members and staff should assume that everything they write can be traced back to them.

Due to the unique nature of sporting groups such as Bowls ACT, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think or say in their capacity as a volunteer for Bowls ACT.

Honesty is always the best policy, especially online. It is important that Bowls ACT members realise that the web is a permanent record of online actions and opinions.

When using the Internet for professional or personal pursuits, all members must respect the brand and follow the guidelines in place to ensure that Bowls ACT's intellectual property or its relationships with sponsors and stakeholders is not compromised, or the organisation brought into disrepute.

5.0 USAGE

For Bowls ACT members and staff using social media, such use:

- Must not contain, or link to, libelous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
- Must not comment on, or publish, information that is confidential or in any way sensitive to, its affiliates, partners or sponsors; and Bowls ACT
- Must not bring the organisation or the sport into disrepute.

For Bowls ACT staff using social media, such use:

- Must not interfere with work commitments.
- Must abide by all existing policies and workplace rules and regulations

Furthermore, Bowls ACT members and staff may not use the Bowls ACT brand to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of Bowls ACT.

6.0 BRANDING AND INTELLECTUAL PROPERTY (IP)

It is important that any trademarks belonging to Bowls ACT or a member club are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else.”).

Trademarks include:

- Club and Bowls ACT logos;
- Associated slogans or tag lines;

- Images depicting members, volunteers, staff and/or equipment, where they can be identified as being part of the organisation, except with the permission of those individuals and within other stated guidelines;
- Other organisation iconic imagery or the official organisation uniforms.

7.0 USE OF OFFICIAL ORGANISATION SOCIAL MEDIA PRESENCE OR PROFILES

When creating a new website, social networking page or forum for staff/club member use, care should be taken to ensure the appropriate person at a club or state level has given written consent to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of minor children may not be replicated on any site without the written permission of the child's parent and/or guardian.

For official blogs, social pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content;
- Some hosted sites may sell the right to advertise on their sites through 'pop up' content, which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the 'pop up' content cannot be controlled;
- Bowls ACT employees must not use Bowls ACT online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

8.0 CONSIDERATION TOWARDS OTHERS WHEN USING SOCIAL NETWORKING SITES

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Bowls ACT members and staff must recognise that not all photographs, videos and comments are appropriate to share. For example, there may be an expectation that photographs taken at a private Bowls ACT event will not appear publicly on the Internet. In certain situations, Bowls ACT members or staff could potentially breach the Privacy Act or inadvertently make Bowls ACT liable for breach of copyright.

Bowls ACT members or staff should be considerate to others in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

Bowls ACT staff should also not be seen to be in a position to be in photographs, videos or other social media content that might be considered controversial for the Bowls ACT if it can in any way be linked to their role at Bowls ACT, including:

- Being at an Bowls ACT event or representing Bowls ACT at an event
- Being in uniform whether public or private

Under no circumstance should offensive comments be made about Bowls ACT members or staff online.

9.0 BREACH OF POLICY

Bowls ACT and its member clubs continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to Bowls ACT.

If detected, a breach of this policy may result in disciplinary action from Bowls ACT. A breach of this policy may also amount to breaches of other Bowls ACT policies. This may involve a verbal or written warning or in serious cases, termination of employment or engagement with Bowls ACT. Bowls ACT members may be disciplined in accordance with the Bowls ACT disciplinary regulations.

10.0 CONSULTATION OR ADVICE

This policy has been developed to provide guidance for Bowls ACT members, member clubs and staff in a new area of social interaction. Any Bowls ACT members, member clubs or staff who are unsure of their rights, liabilities or actions online and seek clarification, should contact the Bowls ACT designated officer.

Designated Officer: Kate Lyttle, Executive Officer, Bowls ACT

25 February 2015

Associated Policies and Other Documents:

Bowls ACT Constitution

Bowls ACT Member Protection Policy

Policy revision Date:

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