



# Social Media Policy

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, Darwin Basketball Association (DBA) recognises the benefits of social media as an important tool of engagement and enrichment for its members and participants. DBA welcomes comments, ideas, and insights from its basketball community.

Social media is now part of everyday life for a growing number of people and is evolving the way we communicate. It is an important tool that when used appropriately increases the visibility of the sport.

DBA is in the process of building a healthy reputation as a highly respected organisation. It is important that DBA's and basketball's reputation is not tarnished by anyone using social media inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their connection with DBA, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with DBA's values and policies.

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 DBA members, Directors or staff where the DBA member, Director or staff member makes no reference to DBA or related issues, but any personal use which reflects on DBA or Basketball's reputation is covered by this policy.

This policy applies to DBA affiliated clubs, associate members, individual teams, Directors of the Board of DBA (Directors), DBA staff members (staff) and any individual representing themselves or passing themselves off as being a member of DBA. The policy clearly outlines expected standards which should be maintained by spectators, parents and supporters, herein after referred to as "Participants".

## **SCOPE**

This Policy sets out DBA's expectations of the people and organisations to which this policy applies when engaging with Social Media. DBA recognises that digital platforms that are perceived to be defined as "social media" are likely to change from time to time. "Social media" for the purpose of this policy is, therefore, not limited to certain digital platforms; however, DBA considers each of the following platforms, internet programs and digital interfaces as "**social media**" for the purpose of this policy at the time of writing:

- a) External and internal social networking sites (e.g. Facebook, Twitter, Bebo, LinkedIn, Instagram, Snapchat and Yammer);
- b) Video and photo sharing websites (e.g. Flickr, YouTube);
- c) Micro-blogging sites (e.g. Twitter);
- d) Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications (e.g. "Basketball Expressions");
- e) Forums and discussion boards (e.g. 'Ben Does Basketball', Yahoo! Groups or Google Groups);
- f) Online encyclopedias (e.g. Wikipedia);
- g) Instant messaging (including SMS);
- h) Podcasting; and
- i) Any other website that allows individual users or companies to use simple publishing tools.

## **GUIDING PRINCIPLES**

1. The web is not anonymous, DBA members and staff should assume that everything they write can be traced back to them;
2. The boundaries between Participant'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 and say in their capacity as a volunteer for DBA or their club;
3. When using the internet for professional or personal pursuits, all members, staff and Directors must respect the DBA brand and follow guidelines in place to ensure DBA's intellectual property or its relationships with sponsors and stakeholders is not compromised or the organisation is brought into disrepute;
4. Protect your personal privacy and that of others by not including personal information about yourself or others in your posts;
5. Represent Participant's own views and not impersonate or falsely represent any other person;
6. Ensure you are not abusive and do not harass or threaten others;
7. Do not make defamatory or libellous comments;
8. Do not use offensive, insulting, provocative or hateful language;
9. Do not use obscene, lurid or offensive language;
10. Show courtesy and respect for others and their opinions at all times; and
11. Always use social media network forums to add value and promote basketball in a positive way.

## **INAPPROPRIATE SOCIAL MEDIA ENGAGEMENT**

For illustrative purposes, DBA is likely to consider the following engagement in Social Media as inappropriate:

- a) Using discriminatory, defamatory, abusive or otherwise objectionable language in content;
- b) Accessing, downloading or transmitting any kind of sexually explicit material, obscene or pornographic images, violent and/or graphic images (without medical purpose);
- c) Accessing, downloading or transmitting information on the use and construction of weapons, explosives and/or other tools of violence or terrorism;
- d) Accessing, downloading or transmitting any material deemed to be illegal under Australian Commonwealth or state law;
- e) Accessing, downloading or transmitting hate speeches and/or racist material;
- f) Breaching the reasonable expectation of privacy of a person;
- g) Attempting to gain unauthorised access to the computing resources of the DBA, affiliated clubs or members personal details; and
- h) Use of the DBA brand to endorse or promote any product, opinion, cause or political candidate.

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 DBA.

## **BREACHES OF THE LAW**

Apart from actions which would render the Participant in breach of the DBA Social Media Policies, there are also potential legal consequences to certain behaviour. Printing or reprinting of sexually explicit material, and particularly of children, are potentially criminal offences.

Extreme defamation can be a criminal offence. Breaches of intellectual property rights, defamation, trademark or copyright are likely to lead to civil proceedings being instituted. DBA will fully cooperate with any police or other body having appropriate jurisdiction in relation to any enquiry in relation to use of social media.

## **BRANDING AND INTELLECTUAL PROPERTY (IP)**

It is important that any trademarks belonging to DBA or any club are not used in personal social media applications. Trademarks include any DBA or club logos.

## **OFFICIAL DBA BLOGS, SOCIAL MEDIA PAGES AND ON-LINE FORUMS**

When creating a new website, social networking page or forum care should be exercised to ensure the appropriate person at an association or DBA has given written consent to create the page or forum.

Similarly, appropriate permission must be obtained for the use of logos or images. Images of minors (children under the age of 18) may not be replicated on any site without the written permission of the child's parent and/or guardian.

For official DBA blogs, social media 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;
- Participants must not use DBA online pages to promote personal projects; and
- All material published or used must respect the copyright of third parties.

## **COMPLAINTS, INVESTIGATION AND DISCIPLINE**

If a member believes that content has been published on social media in contravention of this Policy, or which is otherwise inappropriate or unlawful and relates to DBA, the member or other person may make a complaint about the content to the DBA Executive Officer (EO). Alternatively, DBA may determine itself to investigate inappropriate material, whether or not a complaint has been made. This complaint may be in writing or reported verbal.

The EO may order an investigation into the content. If it is reasonably believed that a member has breached this policy, the matter may be referred to a Tribunal in accordance with the *DBA Tribunal By-Laws* (if applicable), the *DBA Member Protection By-Law* (if applicable).

If the EO deems the Social Media activity of any Member to be inappropriate, he or she may take whatever action he considers to be reasonably necessary in the circumstances.