



QUEENSLAND BASKETBALL SOCIAL MEDIA POLICY

1. Area of Responsibility

Administration

2. Date Last Updated

28 June 2015

3. Policy Number

POLAD15

4. Purpose

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, Basketball Queensland recognises the benefits of social media as an important tool of engagement and enrichment for its members and participants. Basketball Queensland 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.

Basketball Queensland and its affiliated associations have long histories and are highly respected organisations. It is important that Basketball Queensland'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 Basketball Queensland, 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 Basketball Queensland's stated 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 Basketball Queensland members, Directors or staff where the Basketball Queensland member, Director or staff member makes no reference to Basketball Queensland or related issues, but any personal use which reflects on Basketball Queensland or Basketball's reputation is covered by this policy.

5. Scope

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

This Policy sets out Basketball Queensland's expectations of the people and organisations to which this policy applies when engaging with Social Media. Basketball Queensland 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, Basketball Queensland 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.

6. Guiding Principles

1. The web is not anonymous, Basketball Queensland 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 Basketball Queensland, their club or association;
3. When using the internet for professional or personal pursuits, all members, staff and Directors must respect the Basketball Queensland brand and follow guidelines in place to ensure Basketball Queensland'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 libelous 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.

7. Inappropriate Social Media Engagement

For illustrative purposes, Basketball Queensland 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 Basketball Queensland, affiliated associations or associate members; and
- h) Use of the Basketball Queensland 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 Basketball Queensland.

8. Breaches of the Law

Apart from actions which would render the Participant in breach of the Basketball Queensland 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. Basketball Queensland

will fully cooperate with any police or other body having appropriate jurisdiction in relation to any enquiry in relation to use of social media.

9. Branding and Intellectual Property (IP)

It is important that any trademarks belonging to Basketball Queensland or any association are not used in personal social media applications. Trademarks include any Basketball Queensland or Association logos.

10. Official Basketball Queensland 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 Basketball Queensland 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 Basketball Queensland 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 Basketball Queensland online pages to promote personal projects; and
- All material published or used must respect the copyright of third parties.

11. 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 Basketball Queensland, the member or other person may make a complaint about the content to the Basketball Queensland Chief Executive Officer (CEO). Alternatively, Basketball Queensland 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 CEO 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 Disciplinary Tribunal in accordance with the *Basketball Queensland Model Disciplinary Tribunal By-Laws* (if applicable), the *Basketball Queensland Member Protection By-Law* (if applicable).

If the CEO 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.