

# Bulleen-Templestowe Basketball Club



## Club Policy: Social Media and Electronic Communications

### 1. Purpose

Social Media is the umbrella term for interactive platforms that allow people to interact, chat, connect or collaborate online. Each social medium is slightly different. Generally, they allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

The Bulleen-Templestowe Basketball Club encourages the use of Social Media and recognises and appreciates the value of Social Media as a tool for the basketball community to engage, communicate, learn, share and drive interest and innovation in the sport. However, as Social Media involves the communication of matter in the public realm, it is important that all BTBC stakeholders abide by particular standards of behaviour whilst using these tools.

While the majority of use of Social Media is positive in terms of being able to communicate efficiently, there is also concern as electronic communication can be used in negative way. In particular, bullying and harassment as defined under Basketball Victoria's Member Protection By laws is just as damaging via electronic means as it is via face to face communication.

BTBC has developed this Social Media and Electronic Communications Policy to protect and educate those involved with the BTBC as to the appropriate use of Social Media and behaviours expected when using Social Media.

### 2. Application of this Policy

This Policy applies to the following individuals:

- a) Staff, administrators and volunteers of BTBC;
- b) Persons appointed to the Board of BTBC or a committee of BTBC (including subcommittees);
- c) Employees and members of affiliated clubs;
- d) BTBC officials, supervisors, coaches, referees and players;
- e) Players and coaches of affiliated clubs;
- f) Any parents or spectators who attend BTBC competitions or competitions in which BTBC teams compete; and
- g) Any other person who agrees to be bound by this Policy.

Note that in the context of this policy, all messaging between people using Club or private email addresses, personal computers and mobile phones is considered included where the messaging relates to any basketball or related activities that are conducted by the Club.

All forms of communication contribute to the relationships that need to be built between players on a basketball team for a positive influence to on court performance. In particular, players and their parents should understand that all forms of electronic communication are traceable and can be used as evidence in a grievance.

This includes all messaging or content that is made about players or teams from both with the Bulleen-Templestowe Basketball Club, as well as players or teams from any other Clubs or Associations who are part of the sport.

### **3. What is Social Media?**

Social Media means interactive electronic forums or media where people are communicating, posting, participating and sharing online. For the purposes of this Policy, Social Media extends to:

- a) Facebook, YouTube, Twitter, Instagram, TikTok, Yammer, Snapchat, Foursquare, LinkedIn, Wikipedia, Flickr and similar services;
- b) blogs, social networking sites, instant messaging, social bookmarking, podcasting, media sharing and collaborative editing websites;
- c) any other forum which might be classified reasonably as Social Media as the term is generally understood; and
- d) any other online forum available for public comment.

### **4. Use of Social Media**

All persons to which this Policy applies must not, when using Social Media:

- a) post content or material that is abusive or that harasses or threatens any other person;
- b) expose others to content that is offensive, inappropriate, obscene, insulting, provocative or hateful;
- c) impersonate or falsely represent any other person;
- d) post inaccurate or misleading or deceptive content;
- e) make defamatory comments or posts;
- f) post content that interferes with the conduct of any event run by BTBC or that undermines the roles and responsibilities of BTBC;
- g) use Social Media platforms as a forum for disputes or grievances; or
- h) use videos or images of others without express prior permission.

Any use of Social Media must not breach the Basketball Australia Member Protection Policy (including the provisions relating to discrimination, sexual harassment, child abuse or racial abuse).

### **5. Guidelines for Electronic Communications**

- a) All participants (players, coaches, parents and friends) are expected to treat each other with dignity and respect at all times through all forms of communication
- b) Any participant who sends an inappropriate (abusive, derogatory or discriminatory) message or posts inappropriate content via electronic communication will be subject to disciplinary action according to the Club's policies

- c) Participants should keep in mind that the exchange of any sort of electronic message as defined in this policy may well be considered private, but can potentially become public should a message exchange become the basis of a complaint
- d) Participants should keep in mind that message exchanges between private mobile phones and or computers are all potentially able to be recovered and used in evidence
- e) Participants should keep in mind that on Internet sites, chat rooms and other Social Media forums all people in that conversation are generally able to save the content, and some content is also being saved to the local computer and can be recovered at a later time
- f) Parents are encouraged to take an active interest in their child's use of Social Media, in particular, and ensure their child has an understanding of the appropriate use of Social Media, in particular in chat rooms and social networking pages
- g) Participants in chat rooms, forums and social networking should not use branding that is owned by the Club as part of their online identity, in particular the words "Bulleen Boomers" or the Club logo , as these forums are not sanctioned by the Club
- h) Any person who sees content via Social Media that clearly references the Club in an inappropriate or unauthorised way is encouraged to report this to the Club manager so action can be taken
- i) While it is very difficult to provide examples of consequences for specific actions, players in particular should understand that the Club will not hesitate to impose appropriate penalties , including suspension from playing , for the sending of inappropriate or abusive messaging content

## **6. Consequences of a Breach of this Policy**

BTBC may investigate any suspected breaches of this Policy. In circumstances of a breach of this Policy, BTBC may:

- a) make a necessary comment such as a correction, clarification, contradiction or apology in regards to the breach;
- b) issue a formal warning to the person responsible for the breach;
- c) report any breach of any law to any local authority or wronged party;
- d) take any disciplinary action available to it under the Member Protection Policy or Disciplinary Code. For the avoidance of doubt this includes suspending an individual from BTBC competition or games.
- e) exercise any of its available rights at law.

BTBC may remove posts related to BTBC's Social Media pages, and request those who are bound by this Policy to remove posts from their personal Social Media pages, and deal directly with Social Media providers to remove any posted material that it considers to be in breach of this Policy.

**Risk warning** - BTBC strongly recommends that all individuals bound by this Policy protect their own personal privacy by not including personal information in Social Media communications (for example, email addresses, residential addresses or telephone numbers). All individuals will be held responsible for use of Social Media from their accounts.

**7. Reporting a Breach of this Policy**

BTBC encourages all individuals to report any concerns or use of Social Media which may be in breach of this Policy. Details of alleged breaches of this Policy can be emailed to [generalmanager@bulleenboomers.com.au](mailto:generalmanager@bulleenboomers.com.au).

Breaches will be referred to the BTBC Complaints Officer and investigated accordingly.

**Document Control:**

Version 1	Document Board Approved: 14/02/2022	Next Review: February 2025
-----------	-------------------------------------	----------------------------