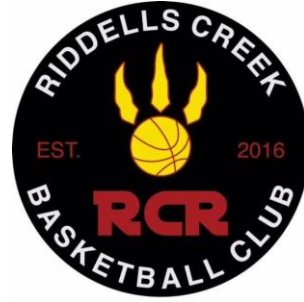


Riddells Creek Basketball Club

COMMUNICATION AND SOCIAL MEDIA POLICY



Background

This Policy sets out the rules for acceptable communication via any means ie written (letter or electronic), face to face, telephone, video messaging, internet based (websites, blogs etc). This includes use of social media by committee, coaches, team managers, volunteers, parents/guardians and players. Social media is an increasingly common and effective way of communicating on a daily basis. It provides a way to increase interaction between the club, members and the general community and assists with marketing the club and our sponsors.

However improper use of social media can adversely affect Riddells Creek Basketball Club (RCBC). This Policy sets out acceptable and unacceptable uses of social media.

Anyone associated with RCBC engaging in social media must ensure that they do not adversely affect RCBC's reputation or their relationships with other members or volunteers. Everything posted on social media is public or potentially public. As a general rule nothing should be posted on social media that a person would not want their family to read, to see next to their name on the front page of a newspaper or news site, or to be read out in court.

Policy

This Policy must be complied with at all times. Failure to comply with this Policy may lead to disciplinary action. Serious cases may result in legal proceedings or referral to appropriate authorities. This Policy should be read and understood in the context also of our Child Protection Policy and Basketball Victoria Member Protection By Laws. Specifically all face to face communication with children should be in a public space and visible to others.

Our commitment

Electronic communication is essential for sharing club news and information with our members. Our communication will be timely, appropriate and related to club business.

What we will do

We use a range of electronic tools to communicate with our members.

Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

We abide by the Basketball Victoria and Sunbury Basketball Association Social Media Code of Conduct. We will review this general communications policy every 2 years within which is contained policy around Social Media use in order to address the particular issues arising from the use of social media.

A committee member is appointed to provide accountability and control over material published on our club's website and any related discussion groups or social media websites, such as Facebook, Instagram, YouTube or Twitter.

Unless there is an express authorization from RCBC a person must not use social media to represent RCBC or make any comment on behalf of RCBC in the course of any membership or as a volunteer.

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In using social media in an authorized capacity on behalf of RCBC a person must disclose that they are a representative of RCBC and use their own name. They must only disclose or comment on information that is readily available to the general public or has been authorized by RCBC for disclosure. All comments must be lawful and comply with RCBC policies and procedures, be respectful and maintain an appropriate tone at all times. Ensure information provided is accurate, not misleading, up to date and clearly stated.

Website

- Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos will be published.
- If we intend to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide identifying information unless clear permission.
- We will seek feedback from members to improve the information available on the site.

SMS, email and group messaging apps (Facebook Messenger/ Whats App etc)

Committee members, coaches and team managers may use SMS, email and messaging apps (within committee guidelines) to provide information about competition, training, club-sanctioned social events and other club business, however:

- SMS messages should be short and about club/team matters
- email communication will be used when more information is required
- communication involving children will be directed through their parents or if using group messaging apps must include the team's coach, team manager, players and parents.
- Use of Snapchat and similar apps is NOT allowed as a form of communication within RCBC as these conversations disappear from view soon after posting/ being read.

Social media websites

- We treat all social media postings, blogs, status updates and tweets as public 'comment'.
- Postings (written, photos or videos) will be family-friendly and feature positive club news and events.
- No personal information about our members will be disclosed without specific permission.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring our club into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.

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What we ask you to do

We expect our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the club. Electronic communication:

- should be restricted to club matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person
- should respect and maintain the privacy of members
- must not bring the club into disrepute.

Committee Members will be provided with their own club email (gmail) address which should be used for all club related communications and can be handed over to incoming committee members.

Coaches, team managers and others who work with children and young people must direct electronic communication through the child's parents. Private messaging players is to be avoided as it is considered poor practice within Child Safety. An exception to this is players that are 18 years of age or older who can be communicated with directly. If using group messaging apps (Whats App is preferred) - must include the RCR Welfare Officer, team coach, team manager, players and parents and the committee must be advised which app is used for the team.

Non-compliance

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our member protection policy or code of conduct.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

Member Protection, Child Protection, Confidentiality, Privacy and Copyright breaches can occur via social media- often due to a lack of understanding by individuals posting such content- but ignorance is not an excuse. The public nature of social media leaves little room for errors and an understanding of social media policy can help avoid situations of risk to the club and its members.