



Brisbane and Southern Districts Spartans Basketball

Social Media Guidelines

The following guidelines have been proposed to assist in the implementation of any social media strategies used by the organization throughout any platforms such as Facebook and Twitter etc. Anyone directly or indirectly involved in any way with the Brisbane and Southern Districts Spartans Basketball (BASDSB) should endeavor to follow these guidelines when engaging in any way, commenting, posting or discussing issues/ideas via any of the social media platforms.

Be responsible- each individual is to take personal responsibility for what they write and post, whether on behalf of the organization or as the individual. When posting on behalf of the organization be sure that what you write promotes and/or reflects the organization's values, goals and morale, over personal preference or subjective opinion.

Be sensible- when acting on behalf of the organization AND/OR as yourself do not post or make comments that may be considered defamatory, obscene, libelous, threatening, harassing, discriminatory, racist or embarrassing to others. Do not engage in arguments by seeking to "win", but always seek to find a resolution that will positively reflect on the organization whilst at the same time foster discussion.

Be honest- ensure before posting and commenting, that you have the facts correct. Make sure to apply adequate research before making a claim that involves the organization, players, coaches, members, volunteers, the SEABL league etc. If you are unsure of any fact, make sure to confirm it with at least one other member of the organization.

Be considerate- when posting or commenting make sure to consider who it involves and how it will affect different publics (i.e. sponsors, coaches, players). The social media platform should be used to promote and encourage, not criticize. If you have any personal queries, or issues be sure to contact someone privately for example Facebook private message or contact the office.

Be cautious- whether on behalf of the organization or as the individual apply proper thinking before you post or comment. It is easy to post when over excited or in the heat of the moment, but make sure you apply proper caution before you do and keep the comments on behalf of the organization objective and true.

Be polite- when communicating online, make sure to speak in a tone that is polite, respectful (no curse language), objective and not defensive. Use a conversational approach, from the understanding that everyone is entitled to their opinion however the organization will not promote attacks on individuals and/or any organization.



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Get involved- If you are a part of the organization, remember that you can get involved, even just by posting, liking and commenting. Social media platforms grow via the level of engagement. So don't just sit back and observe, get involved when you can. Understand that your role in the organization is important and the extent to which the organization can grow its online presence is up to everyone collectively. If you have news, information, feedback, ideas they are best to be emailed to the office or sent via a Facebook private message.

Tactics and Implications For BASDSB Staff/Members

- Use conversational English, and simple vocabulary
- Pictures are commonly the most effective posts
- Monitor posts you post with a question, to evaluate the level of engagement
- Remember you're representing the organization not yourself
- Do not delete any comments from external publics (i.e. fans, those not involved with the organization) just because you don't agree with them, as social media is designed for discussion

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- Monitor discussions to ensure no one is partaking in abusive discussion and harassment. These discussions can be removed refer to Facebook Community Guidelines <https://www.facebook.com/communitystandards>
- Refer enquires regarding the club, recruitment etc. to the office
- Reevaluate strategy every few months, make adaptations to what works and what doesn't
- Keep the lines of communication open between all aspects of the organization; nothing is too small for social media purposes. Content must constantly be updated
- Everyone involved in the organization can consider what they may have to contribute to the content for social media