



# SOCIAL MEDIA POLICY

## PURPOSE OF THIS POLICY

This Policy outlines the Cockburn Basketball Association's position for engaging in social media, both internally and externally, detailing CBA's guidelines for appropriate social media interactions.

It is not the intent of this Policy to restrict the flow of useful and appropriate information, collaboration or knowledge sharing, but to minimise risk to the Association and its employees.

## SCOPE

This Policy applies to Cockburn Basketball Association's Directors, Employees and Volunteers (including referees and representative players), and any other parties acting as representatives or agents of Cockburn Basketball Association ("DEVs").

This Policy relates to the use of social media by DEVs, both internally (within Cockburn Basketball Association using Association technology) and externally (in one's personal time and using personal technology), where that use may impact on the operations and reputation of Cockburn Basketball Association.

This Policy specifically covers Cockburn Basketball Association social media sites (Association webpage, Facebook page) and sites where CBA-affiliated media (either through content or by user) is posted or accessed.

This Policy does not apply to personal use of social media where the individual makes no reference to the Association and no inference could be made between the person and the Association.

## **DEFINITION OF SOCIAL MEDIA**

Social media is the collection of online technologies which allow posting and updating of any media, including text, photographs, audio and video, in real time. Social media includes, but is not limited to:

- (a) blogging (e.g. Blogspot) and microblogging (e.g., Twitter)
- (b) video sharing (e.g., YouTube) and photo sharing (e.g., Flickr)
- (c) podcasting (an audio media file accessible via a website or download)
- (d) social networking sites (e.g., Facebook, MySpace) and business networking sites (e.g., LinkedIn, Plaxo)
- (e) newsgroups (e.g., Digg, Mixx)
- (f) discussion forums and email distribution lists, and
- (g) self-moderated user contribution sites (e.g., Wikipedia).

## **EXTERNAL SOCIAL MEDIA INTERACTION**

Cockburn Basketball Association recognises DEVs' right to participate in social media to express personal opinions and share uploaded content, in their personal time and using their own technology.

DEVs should recognise the immense reach and permanency of information posted on the internet and exercise caution and thoughtfulness when using social media. Without limiting one's right to participate in social media in personal time, DEVs must:

- (a) Attempt to keep their personal online presence and work-related online presence separate
- (b) Where there may be uncertainty as to the capacity in which they're posting, make it clear that their views are their own and do not reflect the views of Cockburn Basketball Association
- (c) Not make official comments on behalf of Cockburn Basketball Association, or purporting to be on behalf of Cockburn Basketball Association, without written approval from the Board
- (d) Not disclose, or comment on, any non-public information relating to Cockburn Basketball Association (such as financial performance, operational performance, management, strategy, potential or pending transactions, and/or client relationships)
- (e) Not disclose any information that is confidential to any third party that has disclosed information to Cockburn Basketball Association
- (f) Not post any Association intellectual property, including photos, logos or documents of any kind, without written approval from the Board

- (g) Obtain written approval prior to posting recommendations for colleagues and past colleagues
- (h) Ensure they are not in breach of any applicable Association policy when posting any content
- (i) Not post any content that is (or could be seen as) harassing, disrespectful, derogatory or defamatory about Cockburn Basketball Association or its directors, employees, volunteers, members, clients and competitors, or content that may bring the Association into disrepute, and
- (j) Be aware of the risks of multi-jurisdictional defamation, infringing copyright and other intellectual property rights, which could make the DEV personally liable.

DEVs must not access a social networking site using a profile that is private password-protected without proper authorisation from the specific owner – this includes a Cockburn Basketball Association-owned business profile or that of an employee.

If a member of the media or a blogger contacts a DEV about a post on a social media platform that a DEV has created in their own time that concerns Cockburn Basketball Association, this should be treated the same as any information request from the media and follow the protocol for responding to the media. DEVs are specifically prohibited from responding directly to members of the media, without having consulted the President.

The Association may request that DEVs avoid certain subjects or withdraw certain content from social media platforms if they are deemed to bring the Association into disrepute.

Common sense is the best guide when DEVs post information in any way relating to Cockburn Basketball Association to their social media accounts on their own time. If DEVs are unsure about any particular posting, they must first contact the President.

Despite this Policy covering the use of social media in DEVs' personal time, the ultimate responsibility for posting content rests with the DEV personally.

## **EXTERNAL SOCIAL MEDIA PARTICIPATION ON BEHALF OF THE ASSOCIATION**

In addition to the above principles, when a DEV is authorised to represent Cockburn Basketball Association on an external social media platform, the DEV must:

- (a) Ensure they are not the first person to make an announcement on behalf of the Association unless they are authorised to do so

- (b) Disclose that they are a DEV of the Association and clearly define their accountabilities
- (c) Not comment on topics that are not within their areas of responsibility
- (d) Post content that is factually accurate and not misleading or deceptive
- (e) Ensure that posted content is in accordance with the Association's position on that given issue
- (f) Present a professional and appropriate image at all times, be polite and respect others' opinions and never be argumentative, and
- (g) Use correct grammar and spelling as far as practical.

## **ASSOCIATION PRESENCE ON SOCIAL MEDIA PLATFORMS**

The Association may maintain authorised pages for major social media platforms (including Facebook and Twitter), to describe the organisation and to communicate news about its operations. Unless expressly authorised by the Board, DEVs must not create additional internal or external Association or business unit-related social media platforms, or alter entries of official pages that are editable (for example Wikipedia), without prior authorisation from the board. DEVs should not make changes to publicly-editable peer or competitor pages, unless they are the owner of these pages or specifically authorised to do so. Competitor social media updates should be treated as media releases where comments are forbidden.

## **TRAINING AND COMMUNICATION**

Cockburn Basketball Association will regularly communicate this Policy to DEVs through established communication channels. DEVs will also receive regular training on supporting this Policy in the scope of their engagement with Cockburn Basketball Association.

## **CONSEQUENCES FOR BREACH OF THE POLICY**

Breach of this Policy by DEVs could:

- (a) expose the Association and individuals to civil liability (a financial penalty and liability for damages)
- (b) expose the Association to significant reputation damage
- (c) lead to disciplinary action including suspension, termination or dismissal, and/or
- (d) lead to legal proceedings by the Association against the DEV.