

Policy Name:	Social Media Policy
Approved:	01.02.2020
Authority:	Women's Bowls NSW
Applies to:	All Members, Employees, Volunteers at all Levels
Review Date:	23.03.2022

## Social Media Policy

Social media is changing the way we communicate.

### **Policy overview and purpose**

Women's Bowls NSW ('WBNSW') understands the importance of social media as a tool for engaging with members and promoting the sport of lawn bowls. In a rapidly changing media landscape, social media can serve a crucial role in keeping members up to date on all news and updates relating to WBNSW.

WBNSW has a responsibility to uphold the reputation of the association, and this extends to any content and/or comments posted on social media relating to WBNSW. WBNSW members using social media are expected to behave and express themselves appropriately when discussing matters directly related to the association.

To provide guidance on the appropriate use of social media, WBNSW have produced the following social media policy. This policy outlines the roles and responsibilities of WBNSW staff, officials and members when using social media. This policy does not apply to the personal use of social media by any WBNSW staff, officials or members where no reference is made to WBNSW.

### **Scope**

This policy applies to all WBNSW Staff, WBNSW Officials and WBNSW members. Definitions of these terms can be found below under '4. Definitions'.

This policy covers all forms of social media which includes, but is not limited to, the following:

- Facebook, Twitter, Instagram, MySpace and other social networking services
- Online blogs, forums and public chat rooms
- YouTube and other video sharing sites

### **Key Objectives and Principles**

Content posted by WBNSW on any social media channels will be guided by the following key objectives:

- Informing the WBNSW community on the latest results, activities and general updates.
- Engaging with members to create a positive and open dialogue between them and WBNSW
- Promoting the sport of lawn bowls and its wide-ranging benefits

Key principles are in place outlining what constitutes appropriate social media content relating to WBNSW.

Social media content:

- Must not contain defamatory, harassing, pornographic or otherwise inappropriate material
- Must not contain confidential information relating to any WBNSW staff, officials or members
- Must not bring the association or the sport into disrepute

### **Definitions**

**Women's Bowls NSW Staff:** any individual who is employed by the New South Wales Women's Bowling Association Incorporated.

**Official:** any individual who holds a position, whether elected or appointed, within a club or district affiliated with Women's Bowls NSW.

**Women's Bowls NSW members:** any individual admitted as a 'Member Player' in accordance with the Women's Bowls NSW Constitution.

**Social media channels:** Any online site, including but not limited to Facebook, Twitter, Instagram and MySpace, that allows individuals to post and share content.

**Bowls:** the sport of Bowls.

**Association:** New South Wales Women's Bowling Association Incorporated trading as Women's Bowls NSW.

**Member:** any individual registered with a bowls club affiliated with Women's Bowls NSW.

**Content:** any written, graphic or audio-visual information that has been posted or shared by a user on a social media channel.

### **Use of Social Media**

The benefits of using social media are significant and wide-ranging. Between WBNSW and its members, effective social media use can do the following:

- Inform members on the latest updates relating to WBNSW
- Promote player events, results and achievements
- Provide live streaming of major WBNSW events
- Push the services of our valued partners and sponsors
- Create an open dialogue between WBNSW and its members to answer any queries
- Maintain WBNSW's Corporate Brand

### **Personal Social Media Usage**

When posting content related to WBNSW on social media channels, all WBNSW staff, officials and members must not defame the association or any associated individuals, disclose confidential

information of individuals (without prior consent), promote inappropriate material or any other content that would otherwise bring WBNSW into disrepute.

### **Official Social Media Accounts**

All WBNSW staff who have access to the official WBNSW social media accounts are expected to abide by the key objectives and principles set out by the association when posting content.

### **Online Privacy**

WBNSW understands and respects that individuals have a right to privacy when using social media. WBNSW staff will always endeavour to be considerate of its members when posting on social media and will take down any content should they be asked to do so.

Under no circumstances will WBNSW privately contact junior bowling members under the age of 18 through any of its official social media accounts. Any communication with junior bowling members must be through email communication or through posts on approved public/private social media pages set up specifically for communication purposes.

### **Moderation of Social Media Channels**

It is the responsibility of WBNSW staff to moderate all social media accounts.

Any comments or posts relating to WBNSW that are considered in breach of this social media policy should be removed or hidden from the page. In more serious cases, consideration will be given to reporting the content and/or having the user banned.

WBNSW should refrain from responding to any comments or queries from their personal accounts and instead respond through the official WBNSW accounts. Responses should be made in a timely manner and the text should be clear and unambiguous.

Where necessary, responses can consist of directing users to contacting the relevant WBNSW email address for further clarification of their queries.

### **Compliance**

Breaches of this policy may result in disciplinary action from WBNSW under the WBNSW Constitution and By-Laws. Confirmed breaches may result in a verbal or written warning or in serious cases, termination of employment or engagement with WBNSW including suspension of membership.

If a user finds any content relating to WBNSW that disparages or reflects poorly on the association, they must immediately contact WBNSW and report the issue for further investigation.

WBNSW reserves the right to screenshot, archive, edit and delete any content which is in breach of this policy.

- Avoid speaking on and/or posting about subjects outside of the company's expertise.
- Correct or delete incorrect and/or misleading content

- Adhere to the company's confidentiality agreement and anti-discriminatory policy

### **Advice**

Any WBNSW member who would like further clarification on any social media related issues should contact WBNSW on 02 9267 7155.