



NUNAWADING SPECTRES SENIOR PROGRAM SOCIAL MEDIA POLICY

The *Nunawading Spectres Social Media Policy (Policy)* applied to an entity or body that is affiliated with;

Nunawading Spectres Junior Program (**Nunawading Spectres**): players and their family members; coaches; officials; spectators; committee members; volunteers; members; contractors; subcontractors; representatives; and agents and all people reasonably connected to the Nunawading Spectres (**Members**) must comply with the Policy.

Introduction

The Nunawading Spectres acknowledges that Social Media has increasing prevalence in both the professional and private lives of its Members. The Nunawading Spectres recognises the value in using Social Media to build more meaningful relationships with fans, communities and other relevant stakeholders. Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content in ways that can be beneficial for Basketball.

Purpose and Scope

This Policy sets out the Nunawading Spectres' expectations of its Members when engaging with Social Media. Recognising that commonly-held perceptions of "social media" are likely to change from time to time, "Social Media" for the purpose of this Social Media Policy is specifically not limited to certain digital platforms.

However, the Nunawading Spectres considers each of the following platforms/internet programs/digital interfaces as Social Media for the purpose of this Policy, including but not limited to:

- a) External and internal social networking sites (eg Facebook, Twitter, Bebo, Linked In, MySite, Instagram and Yammer);
- b) Video and photo sharing websites (eg Flickr, YouTube, Instagram);
- c) Micro-blogging sites (eg Twitter);
- d) Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications; (eg 'comments' or 'your say' feature on theage.com.au);
- e) Forums and discussion boards (eg Whirlpool, Yahoo! Groups or Google Groups);
- f) Online encyclopaedias (eg Wikipedia);
- g) Instant messaging (including SMS);
- h) Vod and Podcasting; and
- i) Any other website that allows individual users or companies to use simple publishing tools.

(Social Media)

Non-Official Social Media Risks

The Nunawading Spectres recognises that Members will from time to time engage with Social Media in a non-official, personal capacity. This policy does not intend to discourage nor unduly limit personal expression or online activities. However, Members should recognise the risk and damage that may be caused (either directly or indirectly) to the Nunawading Spectres in certain circumstances.

Some of the risks Members take by engaging in non-official Social Media include, but are not limited to:

- a) Unintentional Social Media content publication to a private audience;
- b) Unintentional Social Media content publication by a 3rd party to a private audience;

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- c) Unintentional Social Media content publication to a public audience;
- d) Unintentional Social Media content publication by a 3rd party to a public audience; and
- e) Social Media “hacking”;

It is the expectation of the Nunawading Spectres that all Members who engage in non-official Social Media are aware of the risks associated with Social Media.

Non-Official Social Media Consequences

It is the expectation of the Nunawading Spectres that Members understand that the risks of engaging in non-official Social Media listed above, as well as others, may result in the publication of content which, without limitation:

- a) Breaches employment obligations
- b) Damages the brand and reputation of the Nunawading Spectres, as the case may be;
- c) Misrepresents a personal view as that of Basketball or the Nunawading Spectres; and
- d) Is criminal in nature or might otherwise give rise to the breach of a civil law.

Members are advised that engaging in Social Media may result in disciplinary action.

Official Social Media Engagement by The Nunawading Spectres

To ensure a consistent and controlled approach, only a select number of representatives of the Nunawading Spectres are authorised to speak to the media in an official capacity. This also applies to representing the Nunawading Spectres on Social Media. Before engaging in Social Media as a representative of the Nunawading Spectres, you must be formally authorised to comment.

Once authorised to comment as a representative of the Nunawading Spectres, you must:

- a) Liaise with the relevant administrator to ensure you are adequately prepared;
- b) Disclose you are an employee/contractor/volunteer of the Nunawading Spectres, as the case may be, and use only your identity, or own approved official account;
- c) Disclose and comment only on information classified as public domain information;
- d) Ensure that all content published is accurate and not misleading and complied with all relevant policies and agreed positions;
- e) Comment only on your area of expertise and authority (unless otherwise approved by the Nunawading Spectres);
- f) Ensure all comments are respectful of the community in which you are interacting online;
- g) Respect copyright laws and fair use of copyrighted material and attribute work to the original author/source wherever possible;
- h) Adhere to the Terms of Use of the relevant Social Media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws; and
- i) Redirect any questions to the Nunawading Spectres Committee if you are unsure of the the Nunawading Spectres response/view.

Conditions of Official the Nunawading Spectres Social Media Engagement

If you are authorised to comment as a representative of the Nunawading Spectres you must not publish, or otherwise permit the publication by a 3rd party of, content which, without limitation:

- a) Breaches employment obligations
- b) Breaches the Basketball Victoria Member Protection By-Laws as well as any policy incorporated to it by reference;



- c) Damages, or is likely to damage, the brand and reputation of Basketball or the Nunawading Spectres, as the case may be;
- d) Misrepresents a personal view as that of the Nunawading Spectres, as the case may be; and
- e) Is criminal in nature or might otherwise give rise to the breach of a civil law.

Inappropriate Social Media Engagement

For illustrative purposes, the Nunawading Spectres is likely to consider the following engagement in Social Media as inappropriate:

- a) Using discriminatory, defamatory, abusive or otherwise objectionable language in content;
- b) Accessing, downloading or transmitting and kind of sexually explicit material, violent and/or graphic images (without medical purpose);
- c) Accessing or downloading or transmitting information on the use and construction of weapons, explosives and/or other tools of violence or terrorism;
- d) Accessing, downloading or transmitting and material deemed to be illegal under Australian Commonwealth or state law;
- e) Accessing, downloading or transmitting hate speeches and/or racist material;
- f) Breaching the reasonable expectation of privacy of a person;
- g) Attempting to gain unauthorised access to the computing resources of the Nunawading Spectres.

Complaints, Investigation and Discipline

If a Member holds a good faith belief that content has been published on Social Media in contravention of this Policy, or which is otherwise inappropriate or unlawful and relates to the Nunawading Spectres the Member may make a complaint about the content.

The Chairperson of the Nunawading Spectres may order an investigation into the content. If a Member is reasonably believed to have breached this policy, the matter may be referred to a Disciplinary Tribunal.

If the Chairperson of the Nunawading Spectres deems the Social Media activity of any Member to be inappropriate, he/she may take whatever action he/she considers to be reasonably necessary in the circumstances.