



Policy Name:	Social Media Policy
Approved BY:	General Committee
Responsible:	CEO, Junior Domestic Committee, Junior Championship Committee
Effective Date;	May 2021
Review Cycle:	1 Year

1. Background

- 1.1 This Policy sets out the rules for acceptable use of social media by employees, volunteer, members, (and in the case of junior members, the parents and guardians of the junior member will be considered a member), of Eltham Basketball Club (“EBC”) and others to whom this Policy applies.
- 1.2 EBC recognises that:
- (a) social media can increase professional interaction between members and between employees and interaction with clients and potential clients;
 - (b) many people use social media to communicate with friends and relatives on a daily basis;
 - (c) social media is a component of EBC's marketing efforts
- 1.3 However, improper use of social media can damage or adversely affect EBC. This Policy sets out acceptable and unacceptable uses of social media.
- 1.4 An employee, member or volunteer engaging in social media use must ensure that they do not damage or adversely affect:
- (a) EBC's reputation, business or interests;
 - (b) their relationships with other EBC employees, members, volunteers or clients or representatives of EBC.
- 1.5 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.

- 1.6 This Policy applies to all workers who perform work for EBC in any capacity, including:
- (a) directors and employees;
 - (b) committee members;
 - (c) volunteers;
 - (d) club members;
 - (e) contractors, subcontractors and outworkers; and
 - (f) representatives and agents, of EBC

2. Definitions

- 2.1 **Social media** means any form of electronic communication (including internet sites for social networking and micro blogging) through which users create or are involved in online communities or the online sharing of information, ideas, personal messages, and other content (such as videos). It includes, but is not limited to, things such as blogs, micro blogs, online collaborations, wikis, social and professional networking sites, media sharing sites, game sites, discussion forums, podcasting, forums, and instant messaging.
- 2.2 **Person** means a person, persons, an individual or individuals, corporation or corporations, business or businesses, an association or associations.
- 2.3 **Posting** means any form of electronic communication on social media, including posting or blogging.

3. Policy

- 3.1 Conduct while using social media is governed by the obligations contained within contracts of employment or contractor agreements, other club policies, and laws and regulations.
- 3.2 Members or volunteers have been made aware of the existence of this Policy as a condition of membership acceptance and with the payment of annual or periodical subscriptions associated with the various competitions that they may be involved with through the club
- 3.3 This Policy must be complied with at all times. Failure to comply with this Policy may lead to disciplinary action including termination of employment, engagement or forfeiture of membership. Serious cases may result in legal proceedings or referral to appropriate authorities.

4. Use of Social Media in the Course of Employment, Membership or as a

Volunteer

- 4.1 Subject to the exception in clause 5.1 below, only persons expressly authorised in writing are permitted to represent EBC through social media.
- 4.2 Unless there is an express authorisation from EBC, a person must not use social media to represent EBC or make any comment about or on behalf of EBC in the course of any employment, membership or as a volunteer.
- 4.3 In using social media in an authorised capacity on behalf of EBC, a person must:
- (a) disclose that they are a representative of EBC, and use their own name or as assigned by EBC;
 - (b) only disclose, and comment only on, information that is readily available to the general public or has been authorised by EBC for disclosure;
 - (c) ensure that all comments made and discussed are respectful and maintain an appropriate and professional tone at all times;
 - (d) ensure that all communications are lawful and comply with EBC's policies and procedures;
 - (e) ensure that information provided is accurate, not misleading, up to date, and clearly stated;
 - (f) ensure that all communications are for professional reasons and do not interfere with productivity, ability to achieve key performance indicators or meet other work commitments or responsibilities.
- 4.4 Authorised employees, members and volunteers must also adhere to the requirements of clause 5 below.

5. Personal Social Media Use

- 5.1 Personal social media accounts must not be used for business communications or to represent EBC or make any comment about or on behalf of EBC without the prior written approval of the Chief Executive Officer of EBC. The exception to this rule relates to coaches and team managers who are permitted to use personal social media accounts to communicate with players and team members of their teams.
- 5.2 When participating in social media use in a personal capacity, either at work or at home, where a person can be associated with EBC in any way, that person must not:
- (a) contravene their contract of employment or contractor agreement with EBC, any policy of EBC or any legal obligations to EBC;

- (b) post anything that is obscene, defamatory, threatening, bullying, discriminatory, hateful, abusive, offensive or unlawful;
- (c) post anything that is contrary to the best interests of EBC or which may damage EBC's reputation, business or interests;
- (d) use the identity or likeness of any other person;
- (e) use or disclose any confidential information of EBC;
- (f) be disrespectful of EBC, other employees, contractors, members, volunteers, officials, other clubs or clients of EBC;
- (g) as an employee use social media at work in a manner which detracts from their performance at work, productivity, ability to achieve key performance indicators or ability to meet other work commitments or responsibilities.

6. Breach of this Policy

- 6.1 This Policy must be complied with at all times. Any employee, contractor, member or volunteer who contravenes this Policy may be subject to disciplinary action up to and including termination of employment, engagement or membership.
- 6.2 Serious contraventions may result in legal proceedings or referral to appropriate external authorities.