



**SUTHERLAND DISTRICT BASKETBALL ASSOCIATION:
SOCIAL MEDIA POLICY
ADOPTED: JUNE 2024**



TABLE OF CONTENTS:

Introduction.....	3
Reference.....	3
Policy Application.....	4
Usage of Social Media Pages and Social Media Representatives.....	5
Usage by SDBA Employees and Board Members.....	5
Usage Representative, Team officials and Referees.....	6
Usage by Customers, Parents and General Public.....	7
Reporting a breach.....	7
Disciplinary Process and Consequences.....	7
Appeals.....	8



1. INTRODUCTION

The Sutherland District Basketball Association acknowledges that social media has a growing prevalence in the community. As such SDBA needs to have a policy in place to ensure that we clearly outline expectations to ensure social media benefits our players, members, employees across the entire SDBA organisation.

Social media offers a place for people to gather in online communities of shared interest and create, share, or consume content in ways that can be beneficial for Sutherland Basketball.

This policy has been developed to guide our community in using social media, whilst being mindful of the responsibility, minimising potential risks and protecting those involved.

The policy sets out the Associations expectations for the personal and professional use of social media, however, does not apply to the personal use of social media platforms by SDBA members that makes no reference to the Sutherland District Basketball Association.

2. REFERENCE

The term "Social Media", referred to in this policy, is not limited to certain digital platforms.

The Term "SDBA" refers to the Sutherland District Basketball Association.

This social media policy applies to platforms including but not limited to:

- Social networking sites (e.g. Facebook, X, LinkedIn, Google+, Bebo, Pinterest etc.)
- Video and photo sharing websites or apps (e.g. Youtube, Vimeo, Instagram, Flickr, TikTok etc.)
- Micro-blogging sites (e.g. X)
- Review sites (e.g. Yelp)
- Live broadcasting apps (e.g. Periscope, Facebook Live etc.)
- Forum and discussion boards (e.g. Whirlpool, Yahoo! Groups, Google Groups etc.)
- Online encyclopedias (e.g. Wikipedia)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Team App platforms etc.)
- Any other website that allows individual users or companies to use simple publishing tools.

****Please note: Sharing of Glory League film on social media platforms is regulated under SDBA Glory League Policy**



3. POLICY APPLICATION:

This policy applies to the following personnel:

1. All SDBA employees including probation, permanent, part time, casual, fixed term.
 2. All SDBA Board Members
 3. All SDBA Representative teams' **officials and players.**
 4. All members, players, officials, parents and spectators posting content on social media in relation to SDBA that might affect SDBA's business, products, services, events, sponsors, members or reputation.
- The aim of this policy is for all applicable individuals to understand that content posted on social media can have serious ramifications for SDBA, its personnel, corporate partners other related organisations and individuals.
 - Due to the unique nature of SDBA, the boundaries between a member and staff profession, volunteer time and social life can often be blurred. Therefore, it should be assumed that everything on social media can be traced back to an individual, and possibly be mistakenly attributed to SDBA in some circumstances.
 - It is important that the reputation of SDBA is not tarnished by individuals using social media tools inappropriately, particularly in relation to any content that might reference SDBA.
 - We encourage players, parents, officials, and employees alike to recognise the risks of social media.
 - It is important for our members to acknowledge the potential influence of social media and therefore, be sure to use common sense, remain honest, respect confidentiality, and protect the privacy of yourself and others.
 - At SDBA, we value teamwork, respect, and inclusivity and therefore condemn all behaviours that are abusive, dangerous or that negatively impact the respect related values we are committed to grow. This is especially relevant on social media and therefore, we hope to ensure that our values are reflected in both the physical and digital world.



4. USAGE OF OFFICIAL SDBA SOCIAL PAGES AND SOCIAL MEDIA REPRESENTATIVES

Any post made on an official SDBA social page or on behalf of SDBA must:

- Complement the values of SDBA.
- Photographs will not contain information to identify individuals unless permission has been provided to do so.
- Respect the copyright of third parties.
- Not promote personal projects or agendas.
- Not contain, nor link to pornographic or indecent content.
- Not be unlawful or criminal in nature.
- Not degrade or devalue another individual or party.

5. EMPLOYEES AND BOARD MEMBERS:

SDBA has devised the following guidelines when using social media:

- Do not use SDBA's name, motto, crest, and or/logo in a way that would result in a negative impact for the organisation and/or its members.
- Do not utilise your SDBA email address or SDBA logos/letterhead to officially support or endorse your personal comment.
- Do not post or share material that brings, or risks bringing SDBA, its affiliates, it's sport, it's officials, members, or sponsors into disrepute. ***In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.*
- Do not post or share negative comments regarding SDBA athletes, parents, members, or customers.
- Do not use or disclose any confidential information or personal information obtained in your capacity as an employee/Board Member of SDBA.
- Do not 'follow' or 'friend' any association members under the age of 18 on a personal account.
***Exceptions are made for reasonable circumstances (e.g. relatives or work colleagues).*
- Do not misrepresent a personal view of SDBA.
- Do not plagiarise or breach copyright of other people when using material.
- Do not make promises or statements regarding SDBA operations that are incorrect.
- Do not post or share material that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Do not post or share content that includes insulting, obscene, offensive, provocative, or hateful language.
- Do not post or share any content in breach of SDBA Policies and Procedures.
- Do not post or share any content that is a breach of any state of Commonwealth law.

Failure to abide by these guidelines could put your employment or position as an SDBA Board Member at risk



6. REPRESENTATIVE TEAM OFFICIALS, PLAYERS AND REFEREES

This section of the SDBA social media policy includes Representative team members such as Players, Coaches and Managers, Game officials, Referees, Referee Coaches, Score bench and Statisticians. Representing SDBA demands responsibility, professionalism, and sportsmanship.

The following actions are prohibited by any member who is associated with an SDBA representative team:

- Using SDBA's name, crest and or/logo in a way that would result in a negative impact for the organisation and/or its members and sponsors.
- Posting or sharing material that brings, or risks bringing SDBA, its affiliates, it's sport, it's officials, members or sponsors into disrepute. *In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.*
- Posting or sharing negative comments regarding SDBA athletes, parents, members or customers.
- Team officials 'following' or 'friending' members on social media under the age of 18. *Exceptions are made for reasonable circumstances (e.g. relatives)*
- Posting or sharing any content, which if it is said in person during the playing of the game would result in a breach of the rule of the game.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous towards any game official or SDBA Staff members.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative, or hateful language.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing any content in breach of SDBA Policies and Procedures.
- Posting or sharing any content that is a breach of any State of Commonwealth law.

Failure to abide by these guidelines could put your position within the SDBA Representative program at risk.



7. CUSTOMERS, PARENTS, SPECTATORS AND GENERAL PUBLIC

We ask that our customers behave respectfully regarding SDBA on social media.

Whilst we respect the freedom of speech of everyone, we expect customers to inform SDBA staff directly via email of any concerns before making negative comments publicly.

We recommend that customers, parents, spectators follow the guidelines below to ensure the responsible use of social media in relation to SDBA and its brand.

- Do not bring SDBA's brand and reputation into disrepute.
- Do not make comment on athletes, parents or members.
- Do not transmit any kind of sexually explicit material, violent and/or graphic images.
- Do not post or share any content that is a breach of any State of Commonwealth law.
- Do not make comments designed to harass or bully players, team personnel or referees from SDBA or any other association. Please note that SDBA has the authority to ban any customer from SDBA facilities if behaviour is deemed to be inappropriate or unlawful.

8. REPORTING A BREACH

- If you notice inappropriate or unlawful content online relating to SDBA or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the Association General Manager.
- All issues, including those regarding child safety, should also be directed to the SDBA General Manager.

9. DISCIPLINARY PROCESS AND CONSEQUENCES

If an Employee or Board member is found to be in breach of this social media policy, they may face the following sanctions.

- Termination of employment
- Reduction in classification
- Reassignment of duties
- Reprimand if a Committee Member, representative team official/player, referee, customer, parent or spectator is found to have breached this policy.
- Board Member to be asked to step down

If a member is reasonably believed to have breached this policy, the matter may be referred to the SDBA General Manager and/or to a Disciplinary Tribunal.

If the SDBA General Manager and/or Disciplinary Tribunal deems that the Social Media activity of any Member to be improper, the individual may take whatever action considered to be reasonably necessary in the circumstances. Alleged breaches of this social media policy may be



investigated and where it is considered necessary, SDBA may report a breach of this social media policy to police.

10. APPEALS

If a member would like to appeal a decision, you can do so by contacting the General Manager. The General Manager in conjunction with the SDBA Board of Management will consider the appeal and reassess whether the post did violate SDBA policy. This decision will then be final with regards to any penalty imposed.