

GIPPSLAND BOWLS REGION INC

SOCIAL MEDIA POLICY (August 2020)

RESPONSIBLE OFFICERS:	Board Chairman & Secretary
AUTHORITY:	Board Executive
APPLICABLE FORMS:	Nil
ADOPTED BY BOARD:	24 August 2020
NEXT REVIEW DATE:	21 August 2021

Background

Social media is changing the way the world communicates, and provides an opportunity for many people, including club members, to interact socially through a common portal. However, because of a possible threat of inappropriate use and the negative outcomes associated with such inappropriate use, the Region must ensure to the best of its ability, that adequate measures are in place, to safeguard the Region and its members against any impacts from such inappropriate use.

This policy is one avenue of providing such measures.

Purpose

Social media offers the opportunity for members to gather in online communities of shared interest and create, access, or share content. For the purpose of providing guidance to members when they are interacting with the Region's social media outlets, this policy suggests a few guidelines towards providing helpful and practical advice for members, including how they can be an identifiable member of the Gippsland Bowls Region Inc., when they are operating on the internet.

Guidelines

The following guidelines must be adhered to by members when they are using social media that is associated with Gippsland Bowls Region.

1. Use common sense

Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content. When using social media, the lines between public and private, personal and professional, may be blurred. Remember you are a member of the Gippsland Bowls Region.

2. Be responsible for what you publish

Take responsibility for what is published, and exercise good judgment. The world, and internet, is full of varied opinions, be careful of what you are saying.

When using social media, you should be considerate towards others and should not post any information if you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Ensure that all your communications are respectful and courteous. Comments may be seen by the media or competitors and could impact negatively on you and/or the Region.

3. Protect confidential information

Any information that is posted through the internet can be seen by anyone and everyone around the world. Once it has been seen it can never be fully removed. Therefore, remember to only list information you would be happy for everyone in the world to read.

When using social media, you must maintain the privacy of sensitive and personal information as it relates to Gippsland Bowls Region.

4. Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual before use a direct, clearly identifiable image of that person. You should refrain from posting any information or photos of a sensitive nature.

5. Respect copyrights and fair use

Always give people proper credit for their work, and make sure you have the right to use any information before it is published.

6. Discrimination, sexual harassment and bullying

The public in general, as well as Gippsland Bowls Region members reflect a diverse set of customs, values and points of view. You must not post any material that could be offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

7. Reporting a breach

If you notice inappropriate or unlawful content online relating to Gippsland Bowls Region or any of its members, you should report the circumstance immediately to the Chairman or Secretary.

8. Disciplinary process and consequences

Members of Gippsland Bowls Region who breach this policy may be referred to your club or Bowls Victoria to take disciplinary action.