



SOCIAL MEDIA POLICY

1ST SEPTEMBER 2022



KNOX BASKETBALL SOCIAL MEDIA POLICY

1 PURPOSE

This policy is intended to provide Knox Basketball's (KB) staff, members, and volunteers with a framework to guide their use of social media in a manner that is consistent with the organisation's mission.

This policy applies to all parties (staff, members, and volunteers) and is accompanied by an additional set of guidelines specific to Members and volunteers on fair use of the KB brand and patrol uniforms.

KB expects its staff, members, and volunteers to use social media in accordance with this policy.

2 DEFINITION

Social media is the collective of online communications channels which may be structured around or in conjunction with community-based input. These channels will generally allow users to participate in an online community which may or may not reflect an offline community through online collaboration, content sharing/viewing, and chat functions.

Social media channels can include but are not limited to:

- Social networking sites like Facebook, LinkedIn and Google +;
- Video and photo sharing sites such as YouTube, Pinterest, Snapchat, Instagram, TikTok, and Vimeo;
- Blogs, including personal and corporate blogs such as Wordpress accounts;
- Comments left on blogs hosted by media outlets e.g. smh.com.au;
- Micro-blogging sites such as Twitter;
- Wiki's and online collaborations;
- Forums, discussion boards and groups such as Whirlpool;
- Online multiplayer gaming platforms such as Fortnite;
- Instant messaging including SMS, WhatsApp, WeChat and iMessage;
- Online dating sites such as Tinder, Bumble and RSVP;
- Podcast and vodcast sites;
- Geo-spacial tagging such as Foursquare; and
- Livestreaming sites and apps such as Twitch and Periscope.

3 SCOPE

This Policy applies to KB staff, Members, and volunteers who represent KB, both in Victoria and throughout Australia. This includes, as far as practicable, suppliers, partners, and contractors (in this Policy **Social Media Users**).

The boundaries between a Member's profession, volunteer time and social life can often be blurred. It is therefore essential that Members make a clear distinction between what they do in a professional capacity and what they do, think, or say in their capacity as a volunteer for KB. KB considers all Members of KB as its representatives.

This Policy should be read in conjunction with KB's Member Protection policy and code of conduct.

4 GUIDING PRINCIPLES FOR SOCIAL MEDIA USE

For official and personal users of social media

Whenever Social Media Users are interacting on social media, in a professional or personal context, the following guiding principles should be considered and applied at all times.

Please note KB staff are also bound by the KB Code of Conduct, and Members are also bound by the Member Protection Policy.

A Social Media User must:

- Not criticise KB, sponsors, athletes, other organisations and their employees, volunteers or supporters, KB or its Clubs;
- Not harass, bully, abuse or intimidate or display any other form of inappropriate behaviour as per the KB Member Protection Policy (in particular clause Cyber Bullying);
- Not post content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, offensive, aggressive, abusive, profane, hateful, racist, pornographic, sexist, sexually explicit, that infringes on copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- Not exploit platforms to seduce, groom or inappropriately engage with Children;
- Not defame any other person or entity;
- Not do anything that breaches their terms of employment or membership;
- Respond to others' opinions respectfully;
- Subject to KB policies and otherwise the consent of KB, not use any KB intellectual property or imagery;
- Respond to others' opinions respectfully and acknowledge and correct mistakes promptly;
- Ensure that all information is accurate, not misleading and complies with all relevant laws, policies and terms of use;
- Only disclose and discuss approved and publicly available information and content (including videos, audio and images);
- Adhere to terms and use of the relevant social media platform/website, as well as KB policies;
- Not post content that might otherwise cause damage to the reputation of KB or bring it into disrepute;
- Disclose conflicts of interest to appropriate persons in relevant circumstances where able;
- Not directly express a political affiliation on an official account or a personal account clearly associated with KB activities;
- Not upload information of a confidential nature, especially in regard to KB's services or members;
- Comply with all relevant laws including but not only privacy and defamation laws and laws relating to use and publication of intellectual property; and
- Not use KB IP in relation to any paid or unpaid promotion or endorsement of products or commercial entities including in kind services or gifts; unless in agreement with KB.

In addition, a KB Staff member must:

- Ensure that comments, posts, and responses from official KB accounts are true and accurate;
- Not conduct a private business through KB's social media presence;
- Ensure that comments, posts, and responses from official KB accounts are true and accurate and link to online references and original source materials directly.

5 USE OF KB IP ON SOCIAL MEDIA

When using social media for professional or personal pursuits, all KB members must respect the KB brand and follow the guidelines in place to ensure KB's Intellectual Property and its relationships with sponsor and stakeholders are not compromised and that the organisation is not brought into disrepute.

In specific reference to social media generalised products or services, social media accounts/domain names associated with KB are to be used to represent these services/products/brands on the relevant sponsorship scale only and the relevant registrations of these accounts.

6 USE OF PHOTOGRAPHY ON SOCIAL MEDIA

In summary, photos or video that may be interpreted as offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, or sexist must not be used in any way. KB reserves the right to remove any inappropriate images from official KB sites.

You must adhere to copyright legislation at all times. If a photo or video does not belong to KB, permission should be obtained, and appropriate recognition be given upon posting the content.

You should seek the consent of any individual before publishing a photo or video containing their image or that of their personal property. If photos or video includes a minor, consent must be provided by a parent or legal guardian.

Use of any official SLS photo or video content on a personal social media account, without approval or authorisation is strictly prohibited.

7 PERMISSIONS

KB may create social media accounts to engage with their members, supporters and general public. Any account which represents KB must be authorised and approved by KB Management. The account should identify itself as an official account representing KB.

8 PERSONAL USE OF SOCIAL MEDIA WHEN YOU CAN BE IDENTIFIED AS A KB MEMBER

Personal use can be defined as the use of non-official KB social media accounts where the person can be identified as a KB member.

Personal use is a matter for an individual user, however, individuals will be accountable for the consequences of their actions on social media if such actions contravene this policy and will be disciplined according to the policies and codes of conduct of KB and their individual employment or volunteer agreements.

9 NAMED AFFILIATIONS

Accounts (be it a blog, webpage, twitter account, Facebook page etc) that are not official, but are set up by employees, volunteers or supporters of KB for personal reasons can have an affiliation to the organisation, so long as the following is undertaken:

- It should not have the affiliation with KB as the primary identifier; and
- It should include a prominent disclaimer that the opinions of the user are their own and do not represent those of KB.

For example, a staff member might include a bio similar to this:

“Likes apples and fishing, interested in politics and the news, works for KB, opinions expressed are my own and not to be taken as an endorsement or representing the views of KB”.

10 POLICY BREACH

Misuse of social media can have serious consequences for KB, and consequently that misuse can have serious consequences in terms of disciplinary action for Social Media Users under this policy.

KB is responsible for ensuring adherence to the Social Media Policy by Social Media Users included in this policy.

KB staff and volunteers must adhere to the Terms of Use of the relevant social media platform/website, as well as KB policies and their own organisations policies and legislative requirements. In the event of breach and/or serious misconduct disciplinary action may be commenced under the relevant rules and/or other contract(s).

KB encourages all members to report any use of Social Media which is perceived to have breached this policy. If you believe there has been a breach of this policy please report and submit details of the alleged breach to KB.