



Social Media Policy

1. Purpose of this Policy

1.1 Social Media is the umbrella term for interactive platforms that allow people to interact, chat, connect or collaborate online. Each social medium is slightly different. Generally, they allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

1.2 Hawthorn Basketball Association (**HBA**) encourages the use of Social Media and recognises and appreciates the value of Social Media as a tool for the basketball community to engage, communicate, learn, share and drive interest and innovation in the sport. However, as Social Media involves the communication of matter in the public realm, it is important that all HBA stakeholders abide by particular standards of behaviour whilst using these tools.

1.3 HBA has developed this Social Media Policy (**Policy**) to protect and educate those involved with the HBA as to the appropriate use of Social Media and behaviours expected when using Social Media.

2. Application of this Policy

2.1 This Policy applies to the following individuals:

- (a) Staff, administrators and volunteers of HBA;
- (b) Persons appointed to the board of HBA or a committee of HBA (including subcommittees);
- (c) Employees and members of affiliated clubs;
- (d) HBA officials, supervisors, coaches, referees and players (including both Junior and Senior Magic players);

- (d) Players and coaches of affiliated clubs;
- (f) Any parents or spectators who attend HBA competitions or competitions in which HBA teams compete; and
- (g) Any other person who agrees to be bound by this Policy.

3. What is Social Media?

3.1 Social Media means interactive electronic forums or media where people are communicating, posting, participating and sharing online. For the purposes of this Policy, Social Media extends to:

- (a) Facebook, YouTube, Twitter, Instagram, Myspace, Yammer, Snapchat, Foursquare, LinkedIn, Wikipedia, Flickr and similar services;
- (b) blogs, social networking sites, instant messaging, social bookmarking, podcasting, media sharing and collaborative editing websites;
- (c) any other forum which might be classified reasonably as Social Media as the term is generally understood; and
- (d) any other online forum available for public comment.

4. Use of Social Media

4.1 All persons to which this Policy apply must not, when using Social Media:

- (a) post content or material that is abusive or that harasses or threatens any other person;
- (b) expose others to content that is offensive, inappropriate, obscene, insulting, provocative or hateful;
- (b) impersonate or falsely represent any other person;
- (c) post inaccurate or misleading or deceptive content;
- (d) make defamatory comments or posts;
- (f) post content that interferes with the conduct of any event run by HBA or that undermines the roles and responsibilities of HBA;
- (g) use Social Media platforms as a forum for disputes or grievances; or
- (h) use videos or images of others without express prior permission.

4.2 Any use of Social Media must not breach the Basketball Australia Member Protection Policy (including the provisions relating to discrimination, sexual harassment, child abuse or racial abuse).

5. Consequences of a Breach of this Policy

5.1 HBA may investigate any suspected breaches of this Policy.

5.2 In circumstances of a breach of this Policy, HBA may:

- (a) make a necessary comment such as a correction, clarification, contradiction or apology in regards to the breach;
- (b) issue a formal warning to the person responsible for the breach;
- (c) report any breach of any law to any local authority or wronged party;
- (d) take any disciplinary action available to it under the Member Protection Policy or Disciplinary Code. For the avoidance of doubt this includes suspending an individual from HBA competition or games.
- (e) exercise any of its available rights at law.

5.3 HBA may remove posts related to HBA's Social Media pages, and request those who are bound by this Policy to remove posts from their personal Social Media pages, and deal directly with Social Media providers to remove any posted material that it considers to be in breach of this Policy.

5.4 **Risk warning** - HBA strongly recommends that all individuals bound by this Policy protect their own personal privacy by not including personal information in Social Media communications (for example, email addresses, residential addresses or telephone numbers). All individuals will be held responsible for use of Social Media from their accounts.

6. Reporting a Breach of this Policy

HBA encourages all individuals to report any concerns or use of Social Media which may be in breach of this Policy. Details of alleged breaches of this Policy can be emailed to gm@hawthornbasketball.com.au

Breaches will be referred to the HBA Disciplinary Officer and investigated accordingly.