

WERRIBEE BOWLS CLUB



SOCIAL MEDIA POLICY & PROCEDURES

Social media is one of the most effective communication tools organisations use to communicate to their audiences and promote their business activity.

Social media can be a cost-effective and powerful communication tool. It enables Werribee Bowls Club (WBC) to create an online community that can be engaged with on a real-time basis. It also provides a platform to communicate with new audiences and promote business activity.

WBC encourages all stakeholders to use social media in both a professional and personal sense.

1. PURPOSE

- This policy has been developed to provide guidelines for the appropriate use of social media in professional and personal capacities by WBC stakeholders including full-time and part-time employees, volunteers, and the WBC Board of Directors.
- This policy is designed to protect the interests and reputation of WBC, all stakeholders of WBC and the sport of bowls in Victoria.
- It is also designed to encourage stakeholders to use social media in a positive and promotional manner for the sport of bowls in Victoria.
- It is important that WBC reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.
- Those who work and are associated with WBC (including all staff, volunteers and Life, affiliated or social members) need to understand that comments, photographs, videos or images posted using social media or online platforms are as public as if these comments were made directly to the media or in a public forum.

2. SCOPE

- This policy applies to all WBC stakeholders (i.e. individuals representing themselves as being associated with WBC regardless of the details contained within their public profile).
- If you require any clarification about any aspects of the policy and how it applies to your own circumstances, please contact the WBC President.
- Social media activity (even if posted outside of normal business hours), if deemed to be inappropriate by WBC, could also be subject to disciplinary action.

3. DEFINITIONS

- **Stakeholder** is a person with an interest or concern in something, especially a business, a type of organization or system in which all the members or participants are seen as having an interest in its success and includes:
 - All WBC members whether Life, Affiliated or Social
 - All volunteers
 - All paid staff – Full-time or part-time employees

What is Social Media?

- Social media is any online user generated content shared in a public forum aimed at engaging social interaction and may include (but is not limited to):
 - Social networking websites (e.g. Facebook, My Space, Instagram, etc. Team App)
 - Micro-blogging sites (e.g. Twitter)



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Examples

- Video and photo sharing websites (e.g. YouTube, Flickr, Snapchat, etc.)
- Blogs (including weblogs, corporate blogs, personal blogs and blogs hosted by traditional media publications)
- Online forums, chat rooms and discussion boards
- Any other websites that allow individual users or companies to use simple publishing tools (e.g. Tumblr or similar alternatives)

4. POLICY

WBC encourages positive promotional messages including but not limited to;

- Overall promotion of the sport of bowls
- Endorsements of decisions by WBC
- Promotion of all bowls events, regardless of level
- Acknowledgement of player successes
- WBC sponsor advertising with positive brand messaging
- Avoidance of personal sponsor endorsement
- Promote activity ensuring that content posted is factually accurate and complies with WBC policies particularly those that relate to confidentiality and disclosure.

5. WHAT WBC EXPECTS IN SOCIAL MEDIA MESSAGING

When using Twitter and Facebook, re-tweeting a message and 'Liking' a Facebook post is considered your view and an endorsement of the original tweet or post.

6. WHAT WBC DOES NOT EXPECT IN SOCIAL MEDIA MESSAGING PROFESSIONAL USAGE

Be mindful that any comments made or images, videos and photographs posted on social media platforms, irrespective of privacy settings are public remarks and can be shared, copied and distributed to a wider audience than may have been originally intended and therefore become publicly published views.

7. PERSONAL USAGE

WBC is aware and encourages its stakeholders to use social media in their personal lives. This policy is not intended to discourage the personal use of social media. However, the potential to damage WBC reputation because of the personal use of social media where a person can be identified as associated with WBC means that all persons must comply with this policy to ensure that the risk of such damage is minimised.

WBC recommends that its stakeholders remain aware of their personal online reputation at all times. You should be aware that, even when not discussing WBC or bowls related matters, if you engage in inappropriate conduct it can have an impact on your involvement or engagement with WBC.

8. RESPONSIBILITIES & ACCOUNTABILITIES

As a stakeholder of WBC, when using social media, you are required to:

- Ensure that you do not post any content that could be considered obscene, defamatory, threatening, harassing, discriminatory, libellous or hateful to another person or entity, including WBC and its employees, volunteers, its contractors, its clubs, its partners, its participants, its competitors and/or any other bowls related organization or individual
- Be respectful of all individuals and communities with which you interact online
- Be polite and respectful of others people's opinions



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- You must not make any comment or post, like or re-tweet any material that might otherwise cause damage to or bring into disrepute WBC reputation, brand or that of the sport of bowls
- You must not use the WBC brand to endorse or promote any product, opinion, cause or political message/belief without prior consent
- Disclose only publicly available information
- You must not comment on or disclose confidential WBC information (such as business plans, financial information, members details) always respecting copyright, privacy, financial disclosure and other applicable laws when posting content on social media
- If a representative of the media contacts you via social media or by other means, in relation to WBC, you should refer the contact to the president or the person approved by the Board.
- Full-time or part-time employees accessing social media during working hours must not interfere with the performance of your work and if WBC identifies that the person is spending excessive work time accessing social media; disciplinary action may be initiated in accordance with your agreement as Social media communicator or employment resume.

9. OFFICIAL WBC SOCIAL MEDIA PLATFORMS

WBC nominated person is responsible for uploading all official WBC content to Bowls Victoria's Facebook, YouTube pages and Twitter account. Other stakeholders will be given access to these platforms to contribute where relevant and necessary by the president.

- You may not upload social media content while a game is in play. You must wait until you have finished the game, all formalities following the game are complete and you have departed the green.
- You must not engage in discussion around a sponsor's product/services or their competitors' products/services without advising the WBC president before uploading to social media

The nominated person or Board Member are available to upload any relevant content to promote their work through the official WBC Facebook, Instagram, Team App and Twitter accounts.

10. IDENTIFYING INAPPROPRIATE USE

If you become aware of inappropriate or unlawful content on social media that relates to WBC or individuals associated with WBC, or that may otherwise have been published in breach of this policy, and you would like to report these please contact WBC President.

11. BREACH OF POLICY

Non-compliance with this policy may result in disciplinary action, which may include termination of the position or dismissal from the Board or Club.

A written warning will be issued in the event of a breach of this policy. A breach of this policy may also amount to breaches of other WBC policies

12. CONSULTATION

Any person/s who are unsure of their rights, liabilities or actions can contact the WBC Board of Directors for further clarification.

Board of Directors