

HILLS BASKETBALL ASSOCIATION SOCIAL MEDIA POLICY



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INTRODUCTION

Hills Basketball Association (HBA) acknowledges that social media has growing prevalence in the community, revolutionising the way that we communicate. 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 HBA. This policy has been developed to inform and guide our community in using social media, whilst being mindful of responsibility, minimising potential risks and protecting those involved. This policy sets out HBA's expectations for the personal and professional use of social media, however does not apply to the personal use of social media platforms by HBA members that makes no reference to HBA.

At Hills Basketball, we aim to develop the game of basketball whilst creating a safe, and friendly community for our members. We hope to instil values of sportsmanship, teamwork, honesty and community spirit; with these values reflected in our social media presence. This policy contains guidelines, as well as details regarding breaches, however perceptions of social media are likely to change and therefore, we suggest common sense is used for all issues not covered by this policy.



SCOPE

The term 'social media,' referred to in this policy, is not limited to certain digital platforms. This social media policy applies to platforms including but not limited to:

- Social networking sites (e.g. Facebook, Twitter, 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. Twitter)
- 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 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 HBA Glory League Policy and Social Media Policy. Please read both carefully prior to posting.

This policy applies to the following:

1. All HBA employees including probation, permanent, part time, casual, fixed term.
2. Committee of Management (CoM) and sub-committee members
3. All HBA Representative teams officials and players
4. All members, players, officials, parents and spectators

posting content on social media in relation to HBA that might affect HBA business, products, services, events, sponsors, members or reputation.



GUIDING PRINCIPLES

It is important for applicable persons to understand that content posted on social media can have serious ramifications for HBA, its people, corporate partners or other related organisations and individuals. Due to the unique nature of HBA, 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 HBA in some circumstances. It is important that the reputation of HBA is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference HBA.

We encourage players, parents, officials and employees alike to recognise the risks of social media. It is important for our members to acknowledge the permanence of the internet and therefore, be sure to use common sense, remain honest, respect confidentiality and protect the privacy of yourself and others.

At Hills Basketball, we value sportsmanship in our community and thus, condemn all behaviours that are abusive, dangerous or that negatively impact the association we are working to develop. 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.

USAGE

OFFICIAL HBA SOCIAL PAGES AND SOCIAL MEDIA REPRESENTATIVES

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

- Complement the values of HBA;
- Photographs will not contain information to identify individuals as outlined in our Conditions of Entry.
- Respect the copyright of third parties;
- Not promote personal projects
- Not contain, nor link to pornographic or indecent content;
- Not be unlawful or criminal in nature;

EMPLOYEES & COM MEMBERS

HBA has devised the following guidelines when using social media:

- Do not use HBA's name, motto, crest and or/logo in a way that would result in a negative impact for the organisation and/or its members. This includes using your HBA email address or HBA logos/letterhead to officially support or endorse your personal comment;
- Do not post or share material that brings, or risks bringing HBA, its affiliates, its sport, its 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 HBA athletes, parents, members or customers;
- Do not use or disclose any confidential information or personal information obtained in your capacity as an employee/CoM member of HBA;
- 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 as that of HBA;
- Do not plagiarise or breach copyright of other people when using material;
- Do not make promises or statements regarding HBA's operations that are not true;
- 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 HBA 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 at risk.

REPRESENTATIVE TEAM OFFICIALS, PLAYERS AND REFEREES

Including Representative team members and officials, Referees, Referee Coaches, Scorebench and Statisticians.

Representing the Hills Hornets demands responsibility, professionalism and sportsmanship. As a representative of the Association, the following actions are prohibited by HBA:

- Using HBA's name, motto, crest and or/logo in a way that would result in a negative impact for the organisation and/or its members.
- Posting or sharing material that brings, or risks bringing HBA, its affiliates, its sport, its 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 HBA 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 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.



- 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 HBA 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 at risk.

CUSTOMERS, PARENTS, SPECTATORS AND GENERAL PUBLIC

We ask that our customers behave respectfully in regard to HBA on social media. Whilst we respect the freedom of speech of each individual, we expect customers to inform HBA staff directly via email of any concerns before making negative comments publicly. We recommend that customers, parents and spectators follow the guidelines below to ensure the responsible use of social media in relation to HBA:

- Do not bring HBA'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 HBA or any association;

Please note that HBA has the authority to ban any customer from HBA facilities if behaviour is deemed to be extremely inappropriate or unlawful.



BREACHES

REPORTING A BREACH

If you notice inappropriate or unlawful content online relating to HBA or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

All issues, including those regarding child protection, should be directed to the HBA Operations Manager.

DISCIPLINARY PROCESS AND CONSEQUENCES

If an employee 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, the matter will be referred to the HBA Operations Manager for investigation.

If a Member is reasonably believed to have breached this policy, the matter may be referred to the HBA CEO and/or to a Disciplinary Tribunal. If HBA CEO and/or Disciplinary Tribunal deems that the Social Media activity of any Member to be improper, he/she/they 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, HBA may report a breach of this social media policy to police.

APPEALS

If you would like to appeal a decision, you can do so by contacting the Chief Executive Officer (CEO). The HBA Committee of Management will consider the appeal and reassess whether the post did violate HBA policy. This decision will then be final with regards to HBA.

