



SOCIAL MEDIA GUIDELINES AND POLICY

Adopted following Basketball Tasmania Board Meeting 13th June 2015

POLICY STATEMENT

This policy contains Basketball Tasmania guidelines for the basketball community to engage in social media use as well as examples of breaches and the consequences for proven breaches of the policy. It has been developed to inform our basketball community about using social media so they feel enabled to participate, while being mindful of their responsibilities and obligations. The overriding principle people need to be aware of is **“think before posting”**.

WHO IS COVERED BY THIS POLICY

Members of the basketball community in Tasmania will include state sporting organisation officials, players in all competitions and all age groups, coaches (including head, assistant, apprentice, development), team managers, members of boards and committees, team supporters.

WHAT IS THE SCOPE OF THIS POLICY

All members are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of the sport of basketball. Breaches of this policy may be dealt with under the Basketball Australia Member Protection Policy.

GUIDELINES FOR THE BASKETBALL COMMUNITY

Social media are online services and tools used for publishing, sharing and discussing information – encompassing forums, blogs, wikis, social networking websites, and any other websites that allow individual users to easily upload and share content. It is a human right to be able to express oneself.

But with every right comes responsibilities. Basketball Tasmania recognises the value in using social media to build more meaningful relationships. The same principles apply to online comment as to any other kind of public comment, however, there are some considerations that apply to online participation due to the speed and reach of online communication and that material online effectively lasts forever, can be replicated endlessly and viewed by people who may view it out of context.

The Basketball Tasmania social media policy is guided by Basketball Australia’s Code of Conduct and Ethics For Team Coaches Officials and Support Staff :

- Refrain from any form of abuse, harassment or discrimination, or any conduct which might reasonably be regarded as abuse, harassment or discrimination towards others. Be alert to any conduct which may be reasonably regarded as abuse, harassment or discrimination that is directed towards athletes from other sources whilst they are in your care
- Treat people involved in the game of basketball with courtesy, respect and proper regard for their rights and obligations and in particular, respect the spirit of fair play and non-violence.
- Do not denigrate and/or intimidate players, officials, spectators or event organisers.

- Do not make statements or take part or otherwise participate in demonstrations (whether verbally, in writing or by any act or omission) regarding political, religious or racial matters or any such matters which are prejudicial to or contrary to the objects, purposes or interests of Basketball Tasmania or which bring Basketball Tasmania or the squad or team into disrepute.
- Behave and encourage behaviour that upholds the highest standards of integrity and dignity.
- Uphold, and not injure or compromise, the standing and reputation of Basketball Tasmania.
- Not engage in, or encourage, any conduct which is unbecoming of a Basketball Tasmania representative that brings the game of basketball and/or Basketball Tasmania into disrepute or is otherwise harmful to the interests of basketball and/or Basketball Tasmania

Basketball Tasmania requires that all within the basketball community use social media responsibly by following these guidelines:

- **Be responsible for what you write/post/share/create and like**

You are ultimately accountable for your actions on social media and this policy extends to and covers posts on private or public social media pages. Members will not post unacceptable content, and will delete comments that contain it. Unacceptable content is anything included or linked to that is being used to abuse, harass, stalk or threaten others, is libellous or knowingly false

- **Exercise good judgment**

Don't post anything online that you wouldn't say in person furthermore do not engage in personal attacks on others. By abiding and acting in a respectful manner constructive opinion exchanging can occur and social media can be an idea building asset.

- **Avoid conflict**

Don't escalate heated discussions, be conciliatory, respectful and quote facts to lower the temperature and correct misrepresentations. Never contribute to a discussion if you are angry or upset, return to it later when you can contribute in a calm and rational manner.

- **Be authentic**

Firstly ensure the comments are based on research facts, not made up of opinions that are false or misleading. Secondly anonymous comments or those under purposely false names not permitted. If a mistake is made, ensure you correct it promptly. It is important to reference the earlier comment because even if the erroneous comment has been deleted, someone may have saved it as an image or other format to use as evidence.

- **Confidentiality of material**

Maintain respect for other groups and people's intellectual property and assume all content online is protected by copyright. This extends to items such as logos, images, music. If you don't personally own it, don't post it.

- **Respect for our people**

We are one community of people made up of different backgrounds, life experiences, views and opinions. It's the diversity that makes the community great. Do not post comments or start a conversation online that may objectify, degrade, insult, harass or harm another

Basketball Tasmania reminds the community of its overriding principle "**think before posting**". Even the most private of social media posts can be made very public very quickly. If posts veer into abuse or libel, Basketball Tasmania supports the use of disciplinary and grievance procedures to resolve issues.

- **Be Legal**

At all times that members use social media they must be mindful of legal requirements that can still apply online, for example not to breach the laws relating to Defamation, Privacy, Confidentiality and Information Security, Copyright, Anti-Discrimination, making Misleading Statements, Classification and Obscene materials, and Harassment and Bullying including the Commonwealth Criminal Offence of using a carriage service to menace, harass or cause offence.

- **Minimise Opportunities for Inappropriate Communication**

Social media is an important communication mechanism however all official contact between coaches/clubs and athletes who are minors should be directed through the parents rather than on a minors personal social media this is inclusive of email communication as well.



SOCIAL MEDIA POLICY

POLICY, EXAMPLES OF INFRINGEMENT, INVESTIGATION PROCESS AND SANCTIONS

EXAMPLES OF INAPPROPRIATE BEHAVIOUR

- Create or transmit material that might be defamatory or incur liability for Basketball Tasmania
- Post message, status updates or links to material or content that is inappropriate. This includes: pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs.
- This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.
- Use social media for any illegal or criminal activities.
- Send offensive or harassing material to others via social media.
- Broadcast unsolicited views on social, political, religious matters.
- Send or post messages or material that could damage basketball or Basketball Tasmania's image or reputation.
- Discuss colleagues or suppliers without their approval.
- Post, upload, forward or link to spam, junk email or chain emails and messages.

EXAMPLES OF A BREACH OF THE POLICY

Basketball Tasmania's social media policy will be breached if:-

- The organisation's name, motto, crest and/or logo are used in a way that would result in a negative impact for the organisation, clubs and/or its members.
- The use of any electronic communication between members is considered to be offensive, abusive, harassing, threatening or demeaning towards another person.
- The content of a posting or an electronic message which if said in person during the playing of the game would result in a breach of the rules of the game.
- The posting or sending of an electronic communication would be in breach of the Basketball Tasmania or Australia's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- The content of electronic communication is a breach of any state or commonwealth law.

INVESTIGATION OF AN ALLEGED BREACH

An alleged breach of this policy will be considered by the Board of Basketball Tasmanians and referred to its Member Protection Information Officer, and will be dealt with individually in each

case. A breach of this policy may involve a breach of other Basketball Australia and Basketball Tasmania policies, including the Member Protection Policy.

OUTCOMES OF A PROVEN BREACH

The severity of the outcome will at all times match the severity of the breach and outcomes may include:

- A written warning
- A direction that the individual attend counselling to address their behaviour
- A withdrawal of any awards, scholarships, placings, records, achievements bestowed in any tournaments, activities or events held or sanctioned by Basketball Australia
- A demotion or transfer of the individual to another location, role or activity
- A suspension of the individual's membership or participation or engagement in a role or activity Termination of the individual's membership, appointment or engagement
- A recommendation that Basketball Australia terminate the individual's membership, appointment or engagement
- In the case of a coach or official, a direction that the relevant organisation deregister the accreditation of the coach or official for a period of time or permanently
- A fine
- Any other forms of discipline that the Tribunal considers appropriate

If a finding is made that Constituent Association, League Association, Affiliated Association or a Club has breached its own or this Social Media Policy, one or more of the following forms of discipline may be imposed by the Tribunal.

- A written warning
- A fine
- A direction that any rights, privileges and benefits provided to that organisation by the national body or other peak association be suspended for a specified period A direction that any funding granted or given to it by Basketball Australia cease from a specified date A direction that Basketball Australia or relevant Constituent Associations cease to sanction events held by or under the auspices of that organisation
- A recommendation to Basketball Australia that its membership of Basketball Australia be suspended or terminated in accordance with the relevant constitution or rules
- Any other form of discipline that Basketball Tasmania or Basketball Australia considers reasonable and appropriate. Factors to consider The form of discipline to be imposed on an individual or organisation will depend on factors, such as:
 - The nature and seriousness of the breach
 - If the person knew, or should have known, that the behaviour was a breach of the policy
 - The person's level of contrition
 - The effect of the proposed disciplinary measures on the person, including any personal, professional or financial consequences
 - If there have been any relevant prior warnings or disciplinary action
 - The ability to enforce disciplinary measures if the person is a parent or spectator (even if they are bound by the policy)
 - Any other mitigating circumstances