

POL0120: Social media

Summary

SA Country utilises social media to promote the game and educate members. Currently, Facebook is the only social media regularly used with accounts on Instagram and twitter.

This policy will establish acceptable posting guidelines for staff (paid and voluntary).

At all times, staff, volunteers and athletes are bound by the SA Country Member Protection Policy and the Communications Council Social Media Code of Conduct (follows this policy).

For the purpose of this policy, staff can be paid or voluntary (team managers, coaches, officials etc.).

Detail – Personal social media accounts

Despite the existence of privacy options, many items published in social media are publicly accessible and it can be difficult to guarantee that sites are fully private. As such always start with the assumption that anything you say can be read by anyone, anywhere, at any time and remember that the Internet has a long memory. This includes Snapchat where items can be recorded, screenshot and saved, even though it seems that they disappear.

Always exercise good judgement when posting and be aware that inappropriate conduct can negatively affect SA Country Basketball, our members and yourself. Always apply the following test: "Would my family, friends, association, or wider basketball community be happy to see this content published?"

Posts that are deemed to be harmful to SA Country Basketball reputation or image may result in action from SA Country Basketball, including, but not limited to; counselling or performance management. Continued breaches will be considered with increased seriousness.

Detail – Group chats

To ensure that messaging meets the objectives of SA Country member protection policy, any group chats or similar must include the team manager.

The team or group manager is to report any issues to the Executive Officer or other SA Country staff member as soon as possible for investigation and action if necessary.

Detail – SA Country social media accounts

Staff are provided access to post on behalf of SA Country for the purposes of;

- Promoting the game of basketball to our members
- Promoting our activities to our members (including game results and other activities whilst away at events)
- Communicating information on our services to our members
- Other posts that can assist in generating positive interest in SA Country activities

Posts that breach these requirements may result in action from SA Country, including, but not limited to; revoking access to social media accounts, counselling, removal from role (volunteers) or performance management (paid staff). Continued breaches will be considered with increased seriousness.