

Social Media Policy for Hornsby Ku-ring-gai Basketball Association (HKBA)



1. Objectives - Policy statement

1.1 The Association supports its Employees', Officials, Coaches and Managers participation in social media online applications such as social networking sites, wikis, blogs, microblogs, video and audio sharing sites and message boards that allow people to easily publish, share and discuss content. In all circumstances HKBA expects participants to abide by the HKBA Communication Policy, Codes of Conduct as published by NSWBA, the Australian Sports Commission, Play by the Rules, and the laws of the State. In supporting the rights of our employees, officials, coaches, and managers, we do require that any adult representative of the club in any capacity not use social media to contact any player or member under the age of 18 without the express written permission of the parents and/ or copy the parents into any material that is necessary for the running of the association such as venue training times/ referee appointments, etc. Facebook sites for the express purpose of communicating with the individual team members and parents regarding team information can be set up with association approval and the prior approval of parents.

1.2 Social media provides an opportunity to:

1.2.1 Engage and interact with our various audiences

1.2.2 Promote Activities of the Association & the Sport

1.3 The following five standards apply to employees' work use and personal use of social media at any time, when it has a clear and close connection with HKBA. The following five standards are enforceable.

1.3.1 Follow relevant policies including the HKBA Communication Policy, Code of Conduct as published by NSWBA, the Australian Sports Commission and Play by the Rules

1.3.2 Do not act unlawfully (such as breaching copyright) when using social media and also abide by the Privacy laws see <http://www.oaic.gov.au/privacy/privacy-act/privacy-law-reform>

1.3.3 Make sure your personal online activities do not interfere with the performance of your job.

1.3.4 Personal Views are not to be confused with Policies & Rules of the Association & NSWBA & must be clearly defined as a personal view (but not to oppose the Codes of Conduct of the above entities).

1.3.5 Do not disclose confidential information obtained through work.

2. Audience and applicability

2.1 The terms and conditions in this document apply to all Employees, Coaches, Referees, Managers, Board Directors and anyone else who is deemed to be working or volunteering for HKBA in any capacity.

3. Context

3.1 Use of web 2.0 technologies/social media is increasingly part of everyday online activities.

3.2 This policy should be read and interpreted in conjunction with the following policies and does not contradict the Privacy and Protection Acts listed below:

Code of conducts on all levels: Employees, Players, Coaches and Referees confidentiality.

NSW Privacy and Personal Information Protection Act 1998 ; The Federal Privacy Act 1988 and the Health Records and information Privacy Act 2002.

4. Responsibilities and delegations

4.1 Board Members and full time employees should ensure that Casuals and Part time Staff understand the Privacy laws and do not allow office computers to be used for any violation of social media laws & that all Volunteers and Officials understand clearly the Codes of Conduct required by HKBA in the use of any social media.

5. Monitoring, evaluation and reporting requirements

5.1 The Board is responsible for monitoring the effectiveness of the policy and updates.