



POLICY TITLE: Social Media

RELATED POLICIES: BTAS Code of Conduct Policy
BA Disciplinary Policy
BA Member Protection Policy

RESPONSIBLE OFFICERS: Chief Executive Officer

AUTHORITY: Chief Executive Officer

APPLICABLE FORMS:

APPROVED: March 2023

NEXT REVIEW DATE: June 2026

Bowls Tasmania Social Media Policy

Background

Social Media sites such as Facebook, Myspace, Twitter, Flickr, LinkedIn, YouTube, as well as Forums and Blogs are exciting avenues expressing creativity, and sharing interests and knowledge. Participation in these online communities is therefore supported. However, over several years there have been repeated incidents where online discussions and posting of online content have caused distress to individuals or groups of members and has detracted from the community's overall enjoyment of bowls.

The Bowls Tasmania (BTAS) Social Media Policy aims to provide guidelines for the encouragement of online interactions that are free from inflammatory comment, or material that is intended to be cause harm and distress.

Key Principles

The BTAS Social Media Policy is guided by the key principles of the BTAS Code of Conduct Policy, which are:

- BTAS wishes to operate in an environment where people show respect for others and their property. Respect is defined as consideration for another's physical and emotional wellbeing and possessions, to ensure no damage or deprivation is caused to either.
- BTAS wishes to operate in an environment that is free from harassment. Harassment is defined as any action directed at an individual or group that creates a hostile, intimidating or offensive environment (refer to Australian Sports Commission Guidelines for Harassment-Free Sport).
- BTAS wishes to operate in a non-discriminatory environment, where respect for the rights, dignity and worth of every human being, within the context of the activity, is treated with respect regardless of gender, ethnic origin or religion.
- Persons to whom this Code applies acknowledge and agree to comply with the disciplinary and grievance provisions promulgated by BTAS. If any disciplinary action is taken, persons directly affected shall be given the opportunity to participate in those proceedings and the right of appeal against any adverse decision they may suffer as a result of those proceedings.

BTAS accepts the right of all persons to engage in social media activity but expects that such activity is conducted in a respectful, factual manner free from inflammatory comment and statements that denigrate the good standing and reputation of others.

BTAS welcomes all comments on its Facebook social media page. BTAS wants to hear from its members about what they love about BTAS and its achievements, the game of lawn bowls, its players and coaches.

Members are welcome to express their views, comments, ideas, insights and criticisms about BTAS.

At the same time, members should show courtesy and respect to others and must not use our Facebook social media page to abuse others, expose others to offensive or inappropriate content or for any illegal purpose.

Key Elements

BTAS promotes responsible use of social media and requires its members, when posting about the state body (Bowls Tasmania), or the regional authorities (Bowls North West, Bowls North or Bowls Tasmania South), BTAS-affiliated clubs, members of those clubs, club-endorsed, promoted or conducted events or activities to observe the following guidelines:

- Do not post anything online that could not be said face-to-face and in person.
- Members should avoid posting anything for which they will regret, either immediately or later.
- BTAS encourages all members to “think before posting”. Be aware that many people monitor use of social media and social networking web sites. Consider what could happen if others including your employer or a future employer see what you publish on the Internet and how that may reflect on you. Members should recognise that even if posting to a private section of a social networking site comments can appear in public areas through a variety of means and can be found easily. The bottom line is that good judgement is paramount.
- Anonymous comments are not allowed. All content posters should supply a valid email address before they can post. Any post that does not have a valid email address will be removed immediately.
- Members should avoid responding to “nasty”, offensive comments about themselves, their group or club. If posts veer into abuse or libel, BTAS supports use of disciplinary and grievance procedures to resolve issues.

Unacceptable Comment

BTAS requires all members to take responsibility for their own words, and for comments allowed on its sites and forums. Unacceptable content is defined as anything included or linked that:

- Is being used to abuse, harass, stalk or threaten others.
- Is libellous, knowingly false, or misrepresents another person, a club or the organisation (i.e. BTAS, BA, BNW, BN, BTS).
- Makes defamatory or racist comments.
- Uses insulting, provocative or hateful language.
- Uses obscene or offensive language.
- Violates an obligation of confidentiality.
- Violates the privacy or intellectual property of others.
- Constitutes a personal attack upon another member.
- Promotes commercial interests.

Breach of Policy

Persons to whom this social media policy applies acknowledge and agree to comply with the disciplinary and grievance provisions promulgated by BTAS. If any disciplinary action is to be taken because of the use of social media contrary to BTAS policy, persons directly affected shall be given the opportunity to participate in those proceedings and the right of appeal against any adverse decision they may suffer as a result of those proceedings.

BTAS reserves the right to enforce this Policy at its discretion.

- BTAS may remove any posted messages that it considers to be in breach of the Policy.
- BTAS may also impose penalties on persons who BTAS considers to be in breach of the Policy. Such penalties can include a reprimand, exclusion from the Facebook social media page for a specific period or permanent exclusion from the Facebook social media page.

Privacy Statement

BTAS may record any information posted on its Facebook social media page and may use that information for the purpose of administering its social media page and considering and / or addressing any comments made.

No attempt will be made to further identify users of its Facebook social media page except where authorised by law.

BTAS is not responsible for the privacy practices or content included on its Facebook social media page or any linked websites.