



Social Media Policy and Code of Conduct

Updated May 2023

Purpose of this Policy

Social Media is the umbrella term for interactive platforms that allow people to interact, chat, connect or collaborate online. Each social medium is slightly different. Generally, they allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

Yarrawonga Mulwala Basketball Association (**YMBA**) encourages the use of Social Media and recognises and appreciates the value of Social Media as a tool for the basketball community to engage, communicate, learn, share and drive interest and innovation in the sport.

However, as Social Media continually evolves and involves communication in the public realm, it is important that all within the basketball community in Victoria abide by particular standards of behaviour while using these platforms.

YMBA has developed this Social Media Policy (Policy) to protect and educate those for the appropriate use of Social Media and behaviours expected when using Social Media.

1. Application of this Policy

This Policy applies to the following individuals:

- a) Staff, administrators, committee members and volunteers of YMBA's affiliated associations and clubs;
- b) Technical officials (referees, score-table, statisticians, advisors and supervisors), coaches, and players for all domestic competitions and representative programs (plus any YMBA operated leagues –VJBL, CBL & Big V);
- c) Any parents or spectators who attend YMBA competitions or competitions in which YMBA Representative Teams compete; and
- d) Any other person who agrees to be bound by this Policy.

2. What is Social Media?

Social Media means interactive electronic forums or media where people are communicating, posting, participating and sharing online. For the purposes of this Policy, Social Media extends to:

any social media platform, forum, application, content sharing or networking sites, instant messaging services, podcasting, media sharing and collaborative editing websites; any other media forum which might be classified reasonably as Social Media as the term is generally understood; or any other online forum available for public comment.

3. Use of Social Media

All persons to which this Policy apply must not, when using Social Media:

- post content or material that is abusive or that harasses or threatens any other person;
- expose others to content that is offensive, inappropriate, obscene, insulting, provocative or hateful;
- impersonate or falsely represent any other person;
- post inaccurate or misleading or deceptive content;
- make defamatory comments or posts;
- post content that interferes with the conduct of any event run by YMBA or an affiliated organisation or that undermines the roles and responsibilities of YMBA;
- use Social Media platforms as a forum for disputes or grievances; or
- use videos or images of others without express prior permission.

4. Breaches

Any use of Social Media must not breach the Basketball Australia or Basketball Victoria Member Protection Policy (including the provisions relating to discrimination, sexual harassment, child abuse or racial abuse).

Consequences of a Breach of this Policy

YMBA may investigate any suspected breaches of this Policy.

In circumstances of a breach of this Policy, YMBA may:

- make a necessary comment such as a correction, clarification, contradiction or apology in regards to the breach;
- issue a formal warning to the person responsible for the breach;
- report any breach of any law to any local authority or wronged party;
- take any disciplinary action available to it under the Member Protection Policy or Disciplinary Code. For the avoidance of doubt this includes potential tribunal outcomes including suspending an individual from YMBA affiliated competition or games.
- exercise any of its available rights at law.
- YMBA may remove posts related to YMBA's Social Media pages, and request those who are bound by this Policy to remove posts from their personal Social Media pages, and deal directly with Social Media providers to remove any posted material that it considers to be in breach of this Policy.

Risk Warning:

YMBA strongly recommends that all individuals bound by this Policy protect their own personal privacy by not including personal information in Social Media communications (for example, email addresses, passwords, residential addresses, finance information or telephone numbers). All individuals will be held responsible for use of Social Media from their accounts.

Advice:

Remember to show respect.

When using social media, show the same respect and regard for people that you would show and are expected to show when playing, coaching, officiating or attending a basketball game or event.

When in doubt leave it out.

If you are unsure if what you are posting on social media is appropriate, then it is best not to post it.

Do not tolerate or condone poor social media behaviour or actions.

If you are aware of or observe poor social media behaviour or actions, do not accept it. There is no place for it in society or the basketball community and it will not be tolerated. You should remind people of their responsibilities when using social media and warn that action can be taken against them. In the instance of minors breaching the code of conduct, alert their parents to the situation. If you believe the breach is serious, report it to YMBA officials.

Be aware that the wrong actions on social media may have serious consequences.

Negative comments and images, bullying, criticism and sexist remarks do not only impact negatively on the people they are about. If you are found to have acted improperly on social media regarding a basketball related matter, you are liable to disciplinary proceedings and may be required to face a tribunal hearing to explain your actions. A suspension from basketball could be imposed.

Consider social media to be your personal brand.

Your online presence fuels any perception of your personal brand – whether you like it or not. Does your social media identity match your real identity? Be mindful of the content of images, video or any posts. Are they truly reflective of who you are and how you want people to see you?

5. Reporting a Breach of this Policy

YMBA encourages all individuals to report any concerns or use of Social Media which may be in breach of this Policy.

Details of alleged breaches of this Policy can be emailed to info@ymba.org.au

Breaches will be referred to the YMBA President and investigated accordingly.