Tamworth Basketball Association

AGENCY Policy: SOCIAL MEDIA

Overview

Introduction

Good communication underpins everything we do. It informs the community about what we're doing and how we're going about it.

With the rapid growth and application of social media, Tamworth Basketball Association Inc. (TBA) recognises the need to have a policy which ensures that all employees, volunteers and members who use social media either as part of their job/role, or in a personal capacity, have guidance as to TBA's expectations.

What is "Social Media"

Social media is a media used for social interaction, often utilising web-based technologies share information and created and engage in discussions. There are many different forms of social media, including:-

- Social networking sites e.g. Facebook, MySpace, Bebo, Friendster
- Video and photo sharing websites e.g. Flickr, YouTube
- Micro-blogging sites e.g. Twitter
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups
- Online encyclopaedia such as Wikipedia
- Any other web sites that allow individual users or companies to use simple publishing tools

Why use social media?

Social media offers the opportunity for people to participate in online communities of shared interest and create, share or consume content.

Social media is the primary communication tool utilised by 12-25 year olds in Australia (e.g. Facebook is the most popular website for Australian's aged 18-24). It's integral for TBA to not only have a voice within this space but also to actively participate within these communities.

National and local social media

Current TBA Communications Policy is that local services will only implement communication strategies and initiatives within their dedicated region. This policy ensure

that there is no duplication or mixed messages as well as ensuring coherent and consistent communications to the Australian public.

Such a policy is more challenging in the international online space of social media. Therefore, TBA are encouraged to build a social media presence in spaces in which regionalised tailoring is possible and clearly defined. TBA will take responsibility for a presence in which the profile cannot be clearly defined or a national presence is more beneficial.

TBA	Twitter
	YouTube
	Flickr
	SlideShare
	Online aggregators and discussion boards (Reddfit, Digg, stumleupon
TBA	Facebook
	MySpace

KEY GUIDING PRINCIPLES

Duty of Care

The wellbeing of young people is our primary concern. With this in mind, we ensure that all online communication:-
- Promote our sport within the young people, and
- Relay a positive message that basketball is a fun safe sport

In addition:
- All communication with young people must be respectful and encouraging
- Offer a link to appropriate programs/competitions TBA runs

TBA has a duty to provide guidance and support to young people about how to participate in social networks safely and responsibly. Wherever possible, TBA profiles must promote safe social network. A factsheet including tips for safe social networking has been developed (see appendix 5) for inclusion in social media profiles.

Respect and Inclusiveness

TBA is clear about the purpose of the TBA page and what behaviour and content is acceptable. All TBA social media profiles must include the TBA Terms of Use (see Appendix 2, see Social Media Handbook).

TBA does not tolerate discrimination on the basis of age (within the guidelines), sex, racial background, ability, religion, sexuality or health status. TBA will not tolerate comments or discussion that are likely to cause offence or could be distressing to certain community groups.

Honesty and Transparency

When interacting online within a professional capacity for TBA, staff are required to be honest and transparent. Staff participating in a professional capacity must disclose that they are representing TBA and, where appropriate, state their names and area of responsibility.

All posted content and information should be truthful – TBA must never be represented in a misleading way. All statements must be true and claims must be substantiated.

Copyright must be respected and content by third parties should be attributed.

Professionalism

Ensure all content and information that you provide is informed and factually accurate. Ensure that any information is consistent with TBA policies. Ensure all content is consistent with the TBA Language and editing guidelines.

MANAGING SOCIAL MEDIA PROFILES

Responsibilities

Staff should not make commitments or engage in social media activities on behalf of TBA unless they are authorised to do so by their Manager or the President.

A "Social Media team" should be developed to support social media profiles. The social media team should include:-
- Moderator
- Consultant
- Manager/Executive Manager

The Moderator is responsible for:-
- Monitoring the social media profiles
- Updating the social media profiles
- Encouraging community participation in TBA social media spaces and building the social media presence
- Responding to comments, posts and invitations
- Advising the Manager/Executive Manager of issues and risks

The Consultant is responsible for:-
- Providing guidance and support in response to issues and risks
- Should be contactable at any time, day or night for urgent consultation

The Manager/Executive Manager is responsible for:-
- Overseeing the social media strategy
- Establishing risk management procedures

Appearance

Any social media presence should be professional and consistent with the TBA branding guidelines.

Appropriate Content

The purpose of a TBA social media presence is to inform the community about TBA and encourage community involvement in TBA activities, events and competitions.

This can be achieved through:-
- Posting of TBA information, news, competitions, clinics etc.
- Inviting community members to events
- Encouraging discussion about issues important to TBA
- Involving the community in development of our sport

The most effective content should be open-minded and invites response. Encourage comments.

Inclusiveness

Keep all language and content youth-friendly – moderators should talk to the community as they would at an event or activity. Language, tone and content should be informal, friendly and enthusiastic (but professional).

Communication in social media spaces should be:-
- Honest and straight forward

RESPONSES

If a post or comment indicates a level of risk, report immediately to the consultant or manager.

Response Structure

Responses will generally fit the below structure:
- Greet the person
- Thank the person for contacting TBA
- Respond to specific query
- Content of response will differ between age groups, keep responses to general information and include links to website and or links to the governing body website to give clear and concise information
- Closing

PERSONAL USE OF SOCIAL MEDIA

- TBA strongly advises a clear division between "TBA" pages and "personal" pages.
- TBA employees, volunteers (official capacity) and board members must avoid comment that might be interpreted as an official statement on behalf of TBA or that compromises perceptions of the employee's ability to do his/her job in an unbiased or professional manner.

- Posting offensive, racist or obscene material, even in your own time and using your own resources, could bring TBA into disrepute and may result in disciplinary action.
- Offensive comment about TBA colleagues may be deemed a disciplinary offence.
- TBA staff are free to edit online encyclopaedias (such as Wikipedia) but should be transparent about doing so. Identify yourself as a TBA employee if you participate in discussion about TBA.
- If you don't want to friend co-workers or members, don't feel pressure to.

	Highlight stories which provide positive outcomes
Rude, offensive or defamatory comments are posted on Facebook page. Links to inappropriate or offensive content	Term used included within all social media spaces (see Appendix 2, see Social Media Handbook). Moderator to immediately delete content and contacts user to inform a post has been removed.
Spamming or undue prominence of a particular service, products or events on Facebook page	Term of Use included within all social media spaces (see Appendix 2, see Social Media Handbook). Moderator immediately deletes photos and contacts user to inform a post has been removed.
Facebook page is vandalised and or sabotages	Regular monitoring of site and taking down any inappropriate comments or postings.

APPENDIX 5 – Tips for Staying Safe Online

Always keep your password secret. Don't share with your friends.

Set your profile to private and use the privacy settings to control who can see your photos and posts.

Keep your personal details private. Use an appropriate handle or username instead of your real name. If you are unsure, don't give out your name, address, phone number or any other personal details over the internet.

Choose your friends. While it's good to have a lot of friends, having hundreds of online friends makes it harder to control what happens to information you post online. Don't accept friend requests if you're not sure about the person.

Be careful who you trust online. A person can pretend to be someone they are not, online.

Use appropriate avatars. While it's fun to make up a new character, be aware of how others see you online, and keep it safe. If your avatar is too sexed up, you might attract attention from people you don't really want to communicate with.

Don't post anything you don't want others to know – or that you wouldn't say to them face to face.

Tamworth Basketball Association

Think twice about what you say and post, and the type of information you give to people.

Think before you hit send or post. Once something is posted, it can online forever.

Remember that private images and videos you send to friends or post on a social networking site may be easily passed on to others and uploaded to public sites.

Respect other people's content and be aware that if you post or share their content it might breach copyright laws. For example, a photo that your friend took is their property, not yours. You can only post it online if you have their permission.

For more information please visit:

Facebook Safety Centre
http//www.facebook.com/#!/help/?safety
Facebook takes safety very seriously and strives to create an environment where everyone can connect and share comfortably.

RECORDING RISKS – REPORTS

It is essential to keep accurate records regarding risks and is the responsibility of the TBA staff member or board member to report a concern and ensure that all relevant sections are completed on Risk Report form. Essential details include:
- The person's details
- Timing of internal reporting to TBA staff
- Dates and times of all external contacts in relation to the report
- Who made the report
- The details reported
- The responses and any known outcomes.

Note that a Risk Report should be completed for all risk matters, even if no identifying details are available and therefore a response cannot be made. Completion of the Risk Report as far as is possible establishes a record for accountability purposes.

It is the responsibility of the consultant/employee to ensure that the completed Risk Report is filed for review and accountability purposes in both:
- The electronic record containing all materials and screengrabs of posts (before being deleted)
- A register containing copies of all Risk Reports
- Discussion of current or indirect references to harm to a young person or in which a combination of acts and or drugs supplied to a minor, the Member Protection Officer to be immediately informed.

Related Internal Documents
GOV Form – Risk Report for Social Media
GOV Procedure – Social Media Handbook