



## **Social Media Policy**

### **Purpose**

This policy is designed to protect the interests and reputation of Bowls Victoria, all stakeholders of Bowls Victoria and the sport of bowls in Victoria. It is also designed to encourage stakeholders to use social media in a positive and promotional manner for the sport of bowls in Victoria.

This policy has been developed to provide guidelines for the appropriate use of social media in professional and personal capacities by all Bowls Victoria personnel and those reasonably expected to represent Bowls Victoria, and their extended organisations (eg; Regions & Clubs), when as part of a person's social media activity there is a connection to Bowls Victoria, including references to Bowls Victoria through a person's profile.

Social Media includes all internet-based publishing technologies. Most forms of Social Media are interactive, allowing authors, readers and publishers to connect and interact with one another. The published material can often be accessed by anyone. Forms of Social Media include, but are not limited to, social or business networking sites (i.e. Facebook, LinkedIn), video and/or photo sharing websites, business/corporate and personal blogs, micro-blogs (ie Twitter), chat rooms and/or forums.

### **Scope**

All Bowls Victoria personnel and persons or organisations representing Bowls Victoria are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of our company and our services, employees, members, partners and representatives.

Personnel should be aware of the effect their actions may have on their image, as well as Bowls Victoria's image. Information posted online may be public information for a long time.

### **Breach of Policy**

Non-compliance of this policy or other social media activity, both in and out of the workplace, if deemed to be inappropriate by Bowls Victoria, could be subject to disciplinary action. A breach of this policy may also amount to breaches of other Bowls Victoria policies.

### **What Bowls Victoria considers inappropriate**

All Bowls Victoria personnel and those representing Bowls Victoria must refrain from posting, sending, forwarding or using, in any way, any inappropriate material including but not limited to material which:

- Is intended to (or could possibly) cause insult, offence, intimidation or humiliation to Bowls Victoria, its employees, members or partners, and/or;
- Is defamatory or could adversely affect the image, reputation, viability or profitability of Bowls Victoria, its employees, members, or partners, and/or;

- Contains any form of confidential information relating to Bowls Victoria, or its employees, members, or partners.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, discriminatory, libellous, or that can create a hostile work environment.

### **Official Bowls Victoria social media platforms**

Bowls Victoria's Communications and Marketing team is responsible for uploading all official Bowls Victoria content to Bowls Victoria's social media accounts, including but not limited to Facebook, Instagram, YouTube, Twitter, etc. Other stakeholders will be given access to these platforms to contribute where relevant and necessary.

### **Identifying inappropriate use**

If you become aware of inappropriate or unlawful content in social media that relates to Bowls Victoria or individuals associated with Bowls Victoria, or that may otherwise have been published in breach of this policy, and you would like to report these please contact Bowls Victoria's Chief Executive.

### **Consultation**

Any persons who are unsure of their rights, liabilities or actions online can contact the Communications and Marketing team for further clarification.

### **Review History and Version Control**

The BV Social Media Policy will be reviewed every two years.

<b>Version</b>	<b>Prepared</b>	<b>Reviewed</b>	<b>Approved</b>	<b>Date Approved</b>
1.0	Governance Committee		Board	18/05/2016
2.0	Communications and Marketing Manager	Governance Committee	Board	19/11/2020
3.0	Communications and Marketing Manager	Governance Committee	Board	31/08/2022