

# Perry Lakes Hawks Social Media Policy

## Policy Overview

Social media is changing the way we communicate and now plays an important role in the promotion of sport. Social media can be fun and keep teams and people informed. However social media can also be hurtful, misleading, and dangerous to a person's well-being and damaging to the image of the sport if not used in a positive context.

This policy has been developed to inform the Perry Lakes Hawks and its members' about using social media, so people feel able to participate, while being mindful of their responsibilities and obligations. This policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

## Coverage

This policy applies to all persons who are involved with the activities of Perry Lakes Hawks Basketball Association, including:

- Persons appointed or elected to the Board;
- Employees of the Perry Lakes Hawks;
- Support personnel, including managers, physiotherapists, sport trainers and others;
- Coaches and assistant coaches;
- Players;
- Referees, umpires and other officials;
- Members of the Perry Lakes Hawks affiliated junior clubs and
- Parents

## Context

**Social media** refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, etc.)
- Video and photo sharing websites or apps (e.g. Tik Tok, Reels, YouTube, Vimeo, Instagram, Snapchat etc.)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc.)

# Social Media Code of Conduct

- Use social media as a positive outlet to promote the sport of basketball and the basketball community.
- All comments, tags, notes or photos/images posted on social media sites in relation to the Perry Lakes Hawks Basketball Association and its members are to be supportive and positive in their nature.
- Be mindful about the content of photos and status updates.
- Be aware that your actions on social media may have serious consequences.
- Assume that the person you are writing about will see what has been written.

If the person you are discussing doesn't see the content, it is very likely someone else will and make them aware.

- Show the same respect and regard for people that you would when playing, officiating, or attending a basketball game.
- Do not use social media to be critical of players, teammates, opposition players, coaches, officials, administrators, volunteers or spectators.
- Negative comments and images, bullying, criticism, racist and sexist remarks can be dangerous and harmful to people's wellbeing and to the reputation and the image of a person and will not be tolerated
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory, insulting, discriminatory, obscene, offensive or provocative will not be tolerated.
- Do not tolerate or condone poor social media behaviour or actions. If you are aware of it or observe poor social media behaviour or actions, do not accept it by liking a photo, sharing content, or commenting.
- If you are a Coach/Manager it is reasonable to expect your players will look for your Facebook page and read your comments. Please be mindful of this as you are a role-model. Manage your account and settings appropriately



## Reporting a Breach

If you notice inappropriate content online relating to Perry Lakes Hawks or any of its members, please alert one of the following personnel:

- Team Manager
- Team Coach
- A Member of the Perry Lakes Hawks Board
- Administrator at the Hawks office

If you are found to have acted improperly on social media regarding a basketball related matter, then you will be liable to disciplinary proceedings and will be required to meet with a tribunal composed of members of the Board of Directors. Disciplinary action such as suspension or deregistration from the Association may be imposed.

**There is no place for inappropriate social media behaviour at the  
Perry Lakes Hawks Basketball Association.**

**It is your responsibility to be respectful at all times on social media and  
use it to promote the sport of basketball.**

