

G (viii) POLICY- SOCIAL MEDIA



**BELMONT
SERVICES
BOWLS
CLUB**

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POLICY- SOCIAL MEDIA

This Policy is to be:

- prominently displayed on the Club Notice Board; and,
- brought to the notice of club members and staff regularly.

Part 1 Introduction

1) Purpose & Scope

- a) This policy outlines the appropriate use of social media to safeguard the reputation, privacy, and integrity of the Club, its members, staff, and the sport of lawn bowls. It aligns with the rules set by Bowls Queensland and Sports Integrity Australia.

Part 2 Club Policy

2) Coverage

- a) This policy applies to all:
 - i) Life, Non-playing, Ordinary and Junior club members; and,
 - ii) Management Committee Members, other Elected Officers, subcommittee members, co-opted members and volunteers; and,
 - iii) Coaching staff, Greenkeeper(s), employee(s); and,
 - iv) Selected representatives and players representing the club at any tournament.
- b) It covers all personal and official use of platforms including Facebook, Instagram, TikTok, X (Twitter), YouTube, and messaging groups like WhatsApp.

3) Official Club Channels

- a) Only authorised individuals may manage or post on behalf of the club.
 - i) Authorised Users: Only the designated Media Officer, Club Secretary, or a Management Committee-approved person may post official updates or any other material.
 - ii) Approved Content: Posts must focus on promoting tournaments, community events, barefoot bowls, and member achievements.
 - iii) Commercial Restrictions: Club channels must not endorse or review third-party commercial products without permission from the Management Committee.
 - iv) Moderation: Authorised administrators will actively monitor comments and delete any abusive or inappropriate feedback immediately.

4) Standards of Personal Online Conduct

- a) When using personal social media accounts, all members and staff must adhere to the following rules if they identify as a club member or discuss bowls-related matters:
 - i) No Derogatory Comments: In accordance with Bowls Queensland By-Law 19, members must never post derogatory or negative comments about the Club or any member or Bowls Australia, or Bowls Queensland, or district associations, or any official, or opposition players, or other club affiliates.
 - ii) No Cyberbullying: Harassment, discrimination, racism, sexism, or defamatory statements targeting any individual are strictly forbidden.

- iii) Protect Confidentiality: Internal club business, or private Management Committee discussions, or financial matters, or member grievances must never be aired online.
- iv) Media Protocols: If a journalist or media outlet contacts a member via social media regarding club or state bowling matters, they must refer the query to the Management Committee of the Club.

5) Privacy and Child Safety

- a) Protecting club patrons and junior players is paramount.
 - i) Consent for Images: Visual content requires consent. Do not publish recognizable photographs or videos of members or visitors on club pages without their explicit permission.
 - ii) Junior Members (Under 18): Photos of junior players must have written parental or guardian consent before being uploaded.
 - iii) Interactions with Minors: Adults representing the club must not accept "friend" or "follow" requests from junior members under 18 years of age on personal accounts, unless it occurs on an official, group-moderated club channel.

6) Staff-Specific Rules

- a) For individuals employed by the club (hospitality staff, bar staff, greenkeepers):
 - i) Work Hours Restriction: Accessing personal social media accounts during shifts is prohibited, unless it directly relates to your operational duties.
 - ii) Representation: Staff must remain aware that inappropriate public conduct online can impact their employment standing, if it brings the Club into disrepute.

7) Breach of Policy & Disciplinary Actions

- a) Violations of this policy will be taken seriously by the Club Management Committee.
- b) Depending on the severity of the online infraction, disciplinary processes may result in:
 - i) A formal written warning and mandatory removal of the offensive content.
 - ii) Suspension or full termination of club membership.
 - iii) Referral to Bowls Queensland for formal state-level disciplinary action.
 - iv) Termination of employment for paid staff members.

Part 3 Administrative Details

- a) First issued:
- b) Current Version: 01
- c) Approved/Issued
- d) Review: as required but no later than 2029