



Whitehorse Amateur Basketball Association

Social Media Policy and Code of Conduct 2016/17

Purpose and Intent

This policy is intended to protect the interests of the Whitehorse Amateur Basketball Association (WABA), its members and associated stakeholders by defining the requirements expected in the use of social media. Members include players, coaches, team managers, referees and committee members

Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organization WABA recognises the benefits of social media as an important tool of engagement and enrichment for its members.

Along with those benefits are associated risks to the reputation of WABA, its members and followers and individuals who might interact with the association through social media channels.

The intent of this policy is to include anything posted online where information is shared that might affect members, sponsors or WABA as a club. This includes (but is not limited to) comments or implied comments regarding:

- Games or Association events
- Team or player performance
- Individuals with a direct context or mention of their role with their role within WABA such as officials and referees and
- WABA as an Association

Who does it apply to?

This policy applies to WABA members, coaches, referees or any individual representing themselves or passing themselves off as being a member of WABA.

Basketball Victoria's Code of Conduct

Where does it apply?

This policy covers all forms of social media.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by WABA members where the WABA member makes no reference to WABA or related issues.

Guiding Principles


The web is not anonymous. What you post will be broadcast across a wide audience and therefore you must be mindful of how your comments will be interpreted by more than just your closest friends.

You should assume that everything you write can be traced back to you and you must be prepared for your posts to be seen by the persons you are referring to, your team mates, your players, your coach, parents, siblings and of course, the committee.

When using the Internet for professional or personal pursuits, all members must respect the WABA brand and follow the guidelines in place to ensure WABA's intellectual property or its relationships with sponsors and stakeholders is not compromised, or the club is brought into disrepute.

All comments, notes, photos or videos posted on social media sites in relation to WABA and its members are to be constructive or positive in their nature. Use social media as a positive outlet to promote players, teammates, teams, clubs and others involved in basketball. This can have a positive effect for many people and should be used, encouraged and embraced wherever and whenever possible.

WABA encourages all members to “think before posting”. Members should recognize that even if posting to a private section of a social networking site comments can appear in public areas through a variety of means and can easily be found. Members should avoid posting something they will regret now or later.

WABA prefers members not to respond to nasty comments about them, their group, event or site. If posts veer into abuse or libel, WABA supports the use of disciplinary and grievance procedures to resolve issues. 

Code of Conduct Requirements

1. Always ensure that you do not post material that is vulgar, obscene, defamatory, threatening, harassing, discriminatory or hateful.
2. Do not use social media to be critical of team-mates, coaches, officials, administrators, volunteers or spectators. Negative comments and images, bullying, criticism, discriminatory and sexist remarks can be dangerous and harmful to people's wellbeing and reputation and the image of individuals and WABA.
3. Do not tolerate or condone poor social media behavior or actions. If you are aware of or observe poor social media behaviour or actions, 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 team, club or association officials

What We Will Do

WABA uses a range of electronic tools to communicate with its members.

Our communication will protect members' privacy and ensure that bullying and harassment does not occur.

A webmaster will be appointed to provide accountability and control over material published on our club's website and any related social media sites, such as Facebook.

Website

- Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos will be published.
- If we intend to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide identifying information. We will obtain permission either with registration or team managers will obtain a list of consent from team members' parents at the start of a season for use of photos on the website and/or social media.
- We will seek feedback from members to improve the information available on the site.

SMS and email

Committee members, coaches and team managers may use SMS and email to provide information about competition, training, club-sanctioned social events and other club business, however:

- SMS messages should be short and about club/team matters.
- email communication will be used when more information is required.
- communication involving children will be directed through their parents.

Social media sites

- We treat all social media postings, blogs, status updates and tweets as public 'comment'.
- Postings (written, photos or videos) will be family-friendly and feature positive club news and events. If we intend to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide identifying information.
- No personal information about our members will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring our club into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.

What We Ask You to Do

We expect our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the club.

Breach of the Policy and Consequences

If you are found to have acted improperly on social media by breaching any of the WABA social media policy or code of conduct guidelines above regarding a basketball related matter, you will be required to face a hearing of the WABA Committee to explain your actions. Through such hearings, disciplinary action may be imposed such as suspension or deregistration from the Association.

Under certain circumstances, cyber bullying is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

Procedure for Reporting

If a member believes a breach of WABA's Social Media Policy has occurred, the following action should be taken:

- save and store the inappropriate/abusive material on your computer, mobile phone or other device;
- print a copy of the material;
- report the content/picture directly to the site (e.g. Facebook); and
- report the matter to either the club Online Marketing Manager or the club Secretary.