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### **1.0 Purpose**

1.0.1 Logan Basketball aims to engage with its members and the general public in creating an organisation that is known in the community and beyond. With the use of new technology, a cost effective method of reaching these people is through the use of social media.

1.0.2 This policy outlines the protocol and responsibility of Logan Basketball to ensure social media methods are used appropriately and reflect the organisation in a professional way to build on Logan Basketballs' reputation.

### **2.0 Policy Statement**

2.0.1 Social media can include a broad area of communication tools. This includes: Facebook, MySpace, YouTube, Wikipedia, Flickr, Blogs, LinkedIn and Twitter. It is basically any outlet that allows users to communicate with each other and share information online.

#### **2.1 Account approval**

Any social media account that represents Logan Basketball must be approved by the General Manager and Sport and Recreation Coordinator or management committee.

#### **2.2 Confidentiality**

2.2.1 Internet postings cannot include any information that is confidential. Information that has been publically released can only be posted on social media outlets. If you are unsure of the status of the content to be posted be sure to check with the General Manager prior to it being posted.

2.2.2 All internet postings must respect copyright, privacy, fair use and other laws or guidelines that may apply.

2.2.3 Logan Basketball may at any time remove any comment or post that is inappropriate.

2.2.4 Do not discuss anything about a specific individual on a social media site without their permission. If you are unsure about the posting don't post it. Don't present anything that you would not want to be posted in a public forum.

## **2.3 Representation**

2.3.1 Logan Basketball staff should not comment on anything related to the organisation in their own private accounts.

2.3.2 Comments should be respectful to Logan Basketball, its sponsors, affiliated clubs and the recipients of the comments. At no time should anything be posted that reflects Logan Basketball negatively.

2.3.3 Comments are to be written professionally, with correct information stated.

## **2.4 Accuracy**

2.4.1 Always check the information before posting it. Ensure that it is positive in representing Logan Basketball, sponsors and affiliated clubs.

## **2.5 Content errors**

2.5.1 Any information that is not correct should be either removed completely or replaced with the correct information.

## **2.6 Appropriate content**

2.6.1 All postings on the internet by Logan Basketball must abide by the following rules:

- No swearing
- No Inappropriate pictures or comments posted
- No confidential information to be posted
- Only truthful information is to be posted
- If someone requests something be removed, it must be removed
- Any offensive comments from the public are to be removed immediately

## **2.7 Monitoring**

2.7.1 All social media forms created by Logan Basketball are to be monitored regularly to ensure that the organisation is portrayed in a positive light through social media.

## **2.8 Image usage**

2.8.1 All members of Logan Basketball sign a form stating that they allow their picture to be used in any marketing material for Logan Basketball. The use of pictures from Logan Basketball activities and competition are permitted on social media sites.

## **3.0 Further information**

3.3.1 Any further information required regarding Logan Basketball's Social Media Policy. The office can be contacted on: 07 3801 3566

