

BALLARAT DISTRICT GOLF INCORPORATED

Activities, Events and Programs Policy		Approval Date: October 2023	
		Review Date: October 2024	Annually
President:	Sign:	Name: David Edwards	
Vice-President:	Sign:	Name: Glenis Keilar	

INTRODUCTION

Ballarat District Golf has a range of communication and marketing platforms, including email, Facebook, Team App and a website.

SOCIAL MEDIA

This policy has been developed to inform our community about using social media so people feel enabled 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.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Ballarat District Golf.

This policy contains Ballarat District Golf guidelines for the community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

The Communication and Marketing Coordinator of Ballarat District Golf is responsible for all matters related to this policy.

SCOPE

This policy was produced by Sports Central

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 (EG. Facebook, Instagram, Twitter, LinkedIn, etc.)
- Video and photo sharing websites or apps (EG. YouTube, Vimeo, Instagram, TikTok, etc.)
- Review sites (EG. Yelp, Urban Spoon, etc.)
- Live broadcasting apps (EG. Periscope, Facebook Live, Instagram Live, etc.)
- Podcasting (EG. iTunes, Spotify, Apple, Sound cloud, etc.)
- Instant messaging (EG. Messenger, Skype, Snapchat, WhatsApp, Telegram, etc.)
- Online multiplayer gaming platforms
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. A representative of Ballarat District Golf on social media; and
2. If you are posting content on social media in relation to Ballarat District Golf that might affect Ballarat District Golf's business, products, services, events, sponsors, members or reputation.

Note: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Ballarat District Golf or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to Ballarat District Golf may still be regulated by other policies, rules or regulations of Ballarat District Golf.

You must be authorised by the Communication and Marketing Coordinator before engaging in social media as a representative of Ballarat District Golf.

As a part of Ballarat District Golf's community, you are an extension of the Ballarat District Golf brand. Therefore, it is important that you always represent both yourself and Ballarat District Golf appropriately online.

GUIDELINES

1. Use Common Sense

- Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content.

2. Protect Your Privacy

- When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

3. Honesty

- Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue, or misleading. If you are unsure, check the source and the facts before uploading or posting anything. If in doubt, do not post or upload.

- Do not post anonymously, using pseudonyms or false screen names.

- The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

4. Respect Confidentiality and Sensitivity

- When using social media, you must maintain the privacy of Ballarat District Golf's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Ballarat District Golf.

- It is perfectly acceptable to talk about Ballarat District Golf and have a dialogue with the community, but it is not okay to publish confidential information of Ballarat District Golf or its members.

- When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

- Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

5. Gaining Permission When Publishing a Person's Identifiable Image

This policy was produced by Sports Central

- You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.
- You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.
- Where possible, before publishing a person's image you must refer to the Photographic Consent Form, to ensure the individual has granted permission for their image to be taken in the first place.

6. Complying with Applicable Laws

- Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

7. Discrimination, Sexual Harassment and Bullying

- You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

8. Conscientious Behaviour and Awareness of the Consequences

- Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your involvement with Ballarat District Golf at risk.
- You should always follow the terms and conditions for any third-party sites in which you participate.

9. Branding and Intellectual Property of Ballarat District Golf.

- Use of Ballarat District Golf's intellectual property or imagery on your personal social media requires prior approval from Ballarat District Golf.
- Use of Ballarat District Golf's intellectual property or imagery on your personal social media must be done in good faith and to promote Ballarat District Golf.
- Ballarat District Golf's intellectual property includes but is not limited to:
 - Trademarks
 - Logos
 - Slogans
 - Imagery which has been posted on Ballarat District Golf official social media sites or website.

- You must not create either an official or unofficial Ballarat District Golf presence using the organisation's trademarks or name without prior approval from Ballarat District Golf.
- You must not imply that you are authorised to speak on behalf of Ballarat District Golf unless you have been given official authorisation to do so by the Executive Committee.

POLICY BREACHES

Breaches of this policy include but are not limited to:

- Using Ballarat District Golf's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, affiliated clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative, or hateful language.
- Posting or sharing any content, if it was said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of Ballarat District Golf's anti-discrimination, racial discrimination, sexual harassment, or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing Ballarat District Golf, its affiliates, its sport, its officials, members, or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

REPORTING A BREACH

If you notice inappropriate or unlawful content online relating to Ballarat District Golf or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the Communication and Marketing Coordinator or another member of the Executive Committee.

If you have serious concerns for the immediate safety or wellbeing of an individual/s, please contact relevant authorities.

DISCIPLINARY MEASURES

- A verbal or written warning.
- A direction that the individual make verbal and/or written apology.
- Counselling of the individual to address behaviour.
- Withdrawal of any awards, placings, records, achievements bestowed in any activities, events or programs held or sanctioned by Ballarat District Golf.
- Suspension or termination of membership, participation or engagement in a role or activity.
- De-registration of accreditation for a period or permanently.
- Any other form of discipline that Ballarat District Golf considers reasonable and appropriate.