



POLICY: SOCIAL MEDIA

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| Responsible person | CEO | Scheduled Review | June 2024 | | |

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Purpose

Every person involved in the sport of Lawn Bowls, regardless of their role or position, has the right to participate and engage in an environment that is fun, safe, and healthy and to be treated with respect, dignity and fairness - This includes online space.

Scope

| Staff | Board Members | Delegated Authorised Person(s) | Associations & Clubs | Volunteers | Players & Club Members | Event attendees | Bowls SA Social Media Users |
|-------|---------------|--------------------------------|----------------------|------------|------------------------|-----------------|-----------------------------|
| ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Definitions

| Term | Definition |
|---|--|
| Bowls SA Social Media Users | Those who engage and interact with Bowls SA social media channels and electronic communication systems <ul style="list-style-type: none">• Ranging from current members of a Bowls SA affiliated clubs to members of the public without affiliation to a club. |
| Inappropriate content | Includes but not limited to information that is: <ul style="list-style-type: none">• Inflammatory, or abusive• Defamatory, offensive, obscene, vulgar, or that depict violence• Commercial solicitation or solicitation of donations• Spam• Overtly party political• Encouraging activities illegal in Australia• Considered bullying and harassment• Transgressing copyright or intellectual property (IP) laws• Compromising a person's privacy or personal details e.g., phone number or home address |
| Social Media Channels | Include but not limited to: <ul style="list-style-type: none">• Facebook• Instagram• Twitter• LinkedIn• YouTube |
| Electronic communication systems | Includes but not limited to: <ul style="list-style-type: none">• Emails• Text• Bowlslink• Messaging apps |

Policy

Our social media channels and electronic communication systems are how and where we share information on the latest updates, events and/or news. We welcome any form of



interaction (discussion, sharing, reacting) on our social media channels and electronic communication systems, however, we want to ensure a safe, respectful, and considerate environment for our community.

By using or accessing any of the Bowls SA pages, groups, platforms or systems, you agree to comply with Bowls SA's Social Media Policy, other relevant Bowls SA policies, as well as relevant social media channel's terms and conditions.

External Posting

It also should be noted, external postings by Bowls SA's fans to Bowls SA's social media channels or external channels and groups not managed by Bowls SA, do not necessarily reflect the opinions of Bowls SA, nor does Bowls SA confirm their accuracy.

Privacy

In addition to the Bowls SA Privacy Policy, when you engage or interact with Bowls SA's social media pages, you are using an external website, desktop, smartphone, tablet or any other device-based application, and are therefore bound by the privacy principles and terms of use of that platform.

We encourage you to review privacy policies of each social media site for further information before interacting with our social media channels

Cyber Bullying and Stalking

It is an individual's responsibility to post appropriately and if they believe they are being bullied online or stalked, to raise the matter with the appropriate authorities.

Under certain circumstances (such as harassment and making threats) Cyber Bullying and stalking is a criminal activity and illegal. In these incidents, Bowls SA would advise any individual to report the matter with the Police.

Use of Image & Video

Terms of entry to any Bowls SA event, is that you accept there is possibility that your image may be captured and/or recorded via video or photo. It may then be used or shared, by Bowls SA on social media as part of live streaming coverage or for promotional or educational purposes.

Any use of image or video will be done in good faith. If you'd prefer not have your image capture and/or shared on social media, please let the event managers be aware and all efforts will be made to meet your request.

Management of Bowls SA Staff and Authorised Persons

All Social media activities conducted by Bowls SA staff will be conducted in line with the 'Social Media (internal)' policy and other operational control measures.

Breaches and Misuse

Should any interaction be deemed inappropriate and breach this policy or others associated with this policy, the breach will be managed accordingly.



Bowls SA reserves the right to:

- Delete or hide comments, links, photos and videos deemed inappropriate
- Suspended, block or banned an individual without notice, for any reason, until the matter has been investigated
- Manage any breach in line with the Bowls SA Code of Conduct, Personal Grievance Policy, Conduct and Disciplinary Policy
- Any breach of member protection will be managed in line with the Member Protection Policy
- Report matters to another authority

References, Legislation & Industrial Instruments

This policy and procedure are not intended to override any industrial instrument, contract, award, or legislation, and operates alongside the following policies and codes:

- Bowls SA 'Social Media (internal)' Policy
- Bowls SA Privacy Policy
- Bowls Australia Code of Conduct
- Bowls Australia Personal Grievance Policy
- Bowls Australia Conduct and Disciplinary Policy
- Bowls Australia Member Protection Policy

Policy Reviews and Updates

Version History

| Version | Changes | Endorsement date: | Endorsed by: |
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Please note, most recent version information needs to be located at the top of the table