

1. Introduction

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 organisation, Royal New South Wales Bowling Association Limited (**Bowls NSW**) recognises the benefits of social media as an important tool of engagement and enrichment for our members.

It is important that the reputation of Bowls NSW, its affiliated associations and clubs and the sport generally is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference Bowls NSW.

When someone clearly identifies their association with Bowls NSW, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately and in the ways that are consistent with Bowls NSW's stated values and policies.

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 Bowls NSW members or staff that makes no reference to Bowls NSW or related issues.

2. Scope

This policy applies to Bowls NSW members, Bowls NSW Officials and staff of Bowls NSW.

This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:

- 2.1. Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- 2.2. Content sharing including Flickr, Instagram (photo sharing) and YouTube (Video Sharing);
- 2.3. Commenting on blogs for personal or business reasons;
- 2.4. Leaving product or service reviews on retailer sites or customer review sites;
- 2.5. Taking part in online votes and polls;
- 2.6. Taking part in conversations on public and private web forums (message boards); or
- 2.7. Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, sponsors or Bowls NSW as an organisation and the reputation of the sport in general.

3. Guiding Principles

The web is not anonymous. Bowls NSW members and staff should assume that everything they write can be traced back to them.

Due to the unique nature of Bowls NSW, the boundaries between a Bowls NSW member or staff's profession, volunteer time and social life can often be blurred. It is therefore essential that staff and members make a clear distinction between what they do, think or say in their capacity as a staff member or member of Bowls NSW. Bowls NSW considers all staff members and members of the organisation as its representatives.

When using the internet for professional or personal pursuits, all staff and members must respect the brands of Bowls NSW, all bowling members and bowls clubs, other staff and members and anybody else involved in our sport and follow the guidelines in place to ensure that sport's intellectual property or its relationships with sponsors and stakeholders is not compromised (see "*Branding and Intellectual Property*" below) or the organisation is brought into disrepute.

4. Usage

For Bowls NSW members and staff using social media, such use:

- 4.1. Must not contain, or link to, libellous, defamatory or harassing content – this also applies to the use of images or nicknames;
- 4.2. Must not comment on, or publish information that is confidential in anyway;
- 4.3. Must not bring the organisation or the sport into disrepute; or
- 4.4. Must not otherwise be in breach of the Bowls NSW Code of Conduct.

For Bowls NSW staff using social media, such use must not interfere with work commitments.

5. Branding and Intellectual Property

It is important that any trademarks belonging to Bowls NSW, a Zone, a District or any Association member or bowls club are not used in personal social media applications, except where such use can be considered incidental – (*where incidental is taken to mean "happening in subordinate conjunction with something else"*).

6. Official Bowls NSW Blogs, Social Pages and Online Forums

When creating a new website, social networking page or forum for staff, bowling members, bowls clubs, competitions or members generally, care should be taken to ensure the appropriate person has given permission to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the written permission of the child's parents and/or guardian.

For official Bowls NSW blogs, social pages and online forums:

- 6.1. Posts must not contain, nor link to pornographic or indecent content;
- 6.2. Some hosted sites may sell the right to advertise on their sites through "pop up" content which may be of a questionable nature. This type of hosted site should not

be used for online forum or social pages as the nature of “pop up” content cannot be controlled;

6.3. Bowls NSW employees must not use Bowls NSW online pages to promote personal projects; and

6.4. All materials published or used must respect the copyright of third parties.

7. Consideration Towards Others When Using Social Networking Sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Bowls NSW members and staff must recognise that it may not be appropriate to share photographs, videos and comments in this way.

For example, there may be an expectation that photographs taken at private Bowls NSW events will not appear publicly on the Internet. In certain situations, Bowls NSW staff or members could potentially breach the Privacy Act or inadvertently make Bowls NSW liable for breach of copyright.

Bowls NSW members or staff should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person should they be asked to do so.

Under no circumstance should offensive comments be made about Bowls NSW, its office holders, staff or Bowls NSW members online.

8. Direct Communication with Junior Bowlers using Social Networking Sites

Bowls NSW prohibits staff and office holders from communicating one to one with junior bowling members under the age of 18 using direct messaging on any social networking platform.

Any communication with junior bowling members under the age of 18 must be through email communication or through posts on public/private Facebook pages set up specifically for communication purposes.

9. Breach of Policy

Bowls NSW will continually monitor online activity in relation to the organisation and the sport. Detected breaches of this policy should be reported to Bowls NSW.

If detected, a breach of this policy may result in disciplinary action from Bowls NSW under the Bowls NSW Constitution and Regulations. A breach of this policy may also amount to breaches of other Bowls NSW governing documents including its constitution, regulations and other policies. This may involve a verbal or written warning or in serious cases, termination of employment or engagement with Bowls NSW including suspension of membership.

10. Definitions

- 10.1.** **Bowls NSW Members** means those admitted as 'Bowling Members' under the Bowls NSW Constitution and 'Registered Players' under the Bowls NSW Regulations
- 10.2.** **Districts** mean an area within a Zone, having boundaries as approved by the Board of Bowls NSW from time to time and defined in the Regulations. A reference to "District" also includes the committee or other body appointed to administer an approved area where the context so permits.
- 10.3.** **Zones** mean an area of New South Wales and elsewhere having boundaries as approved by the Board from time to time and defined in the Regulations. A reference to "Zone" also includes the committee or other body appointed to administer an approved area.
- 10.4.** **Director** means members of the Board of Bowls NSW and include any person acting in that capacity from time to time appointed in accordance with the Constitution of Bowls NSW but does not include the Chief Executive Officer.
- 10.5.** **Bowls** means the sport and game of bowls as determined by the International Federation (IF) with such variations as may be recognised by Bowls NSW from time to time.
- 10.6.** **Bowls Clubs** mean any club which is recognised by Bowls NSW and admitted as a member, or is otherwise affiliated with Bowls NSW.
- 10.7.** **Office Holder** means a person who holds a position, whether elected or appointed, as:
- 10.7.1.** president, vice-president, secretary, treasurer, director, committee member or employee of the governing body (however described) of a member club or affiliated District or Zone Association, or
- 10.7.2.** a life member.
- 10.8.** **Participants** means players, coaches, office holders, match officials and spectators
- 10.9.** **Players** means a player registered with a bowls club.
- 10.10.** **Spectators** mean a person who attends a bowls activity.
- 10.11.** **Members** includes, but not limited to:
- 10.11.1.** Bowling Members;
- 10.11.2.** Bowls Clubs;
- 10.11.3.** Directors;
- 10.11.4.** Zones;
- 10.11.5.** Districts; and
- 10.11.6.** Participants.

11. Consultation or Advice

This policy has been developed to provide guidance for Bowls NSW members and staff in a new area of social interaction. Bowls NSW members and staff who are unsure of their rights, liabilities or actions online and seek clarification, should contact Bowls NSW.

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