



## **ZONE 12 SOCIAL MEDIA POLICY**

The Zone 12 Bowling Association embraces the use of social media for the promotion, development and delivery of Lawn Bowls information.

The Zone 12 Bowling Association encourages all Zone 12 Officers and players to communicate online in many ways, such as through social media, professional networking sites, blogs, online news sites and personal web sites. However, all Zone 12 Officers need to use good judgment about what material appears online, and in what context.

This policy applies to all Zone 12 officers / committee members / players using or having a need to participate in online social media activity for official Zone 12 Bowling Association communications and through personal accounts which they have created and administer themselves.

This policy is intended to provide clarity to Zone 12 officers / committee members / players on how to conduct themselves in social media. It aims to encourage Zone 12 officers / committee members / players to find a voice in social media, but at the same time protect the interests of the Zone 12 Bowling Association

Social media tools are defined in this policy as all online media which allow user participation and interaction including, but not limited to:

- social networking sites, e.g. Facebook, Myspace, Bebo, Friendster
- video and photo sharing web sites, e.g. Flickr, YouTube, Blip, Instagram, Snapchat
- micro-blogging and activity stream sites, e.g. Twitter, Yammer
- blogs and blogging platforms, e.g. WordPress, Blogger, Tumblr
- forums and discussion boards, e.g. Trove Forum, Yahoo! Groups, Google Groups
- online encyclopedias, e.g. Wikipedia
- Any other web sites that allow individual users or companies to use simple publishing tools, e.g. wikis.

Official use refers to communication carried out from one of the Zone 12 Bowling Association branded social media channels or when a Zone 12 Bowling Association Officer / Committee Member is commenting from a private account as a Zone 12 Bowling Association Officer / Committee member

Zone 12 Bowling Association Officers/ Committee members / players conducting communication through social media:

- **Should not** comment in depth on the activities of Zone 12 Bowling Association
- **Must** avoid any statement that might bring Zone 12 Bowling Association into disrepute.
- **Must not** commit the Zone 12 Bowling Association to any action or initiative without appropriate authority.
- **Must not** disclose official information unless authorised to do so or unless it is already in the public domain.
- **Should** be aware of laws covering libel, defamation, privacy and the protection of intellectual property.
- **Must** ensure all activities are in line with Zone 12 Bowling Association objectives. These include:
  - behaving with respect with respect and courtesy, and without harassment
  - dealing appropriately with information, recognising that some information needs to remain confidential
  - delivering services fairly, effectively, impartially and courteously to the bowling public
  - being sensitive to the diversity of the bowling public
  - taking reasonable steps to avoid conflicts of interest
  - upholding the Zone 12 Bowling Association Values and the integrity and good reputation of Zone 12
  - not acting in a way that would call into question the Zone 12 Bowling Associations Officer / Committee members ability to be apolitical, impartial and professional in the performance of their duties.
- **Must** be apolitical, impartial and professional, and avoid any statements that might be interpreted as advocating government policies or criticising the policies of political parties or groups.
- **Must** protect personal information entrusted to the Zone 12 Bowling association from distribution into the public domain.
- **Must** have approval from the Zone 12 Bowling Association executive to use social media in an official capacity.

Zone 12 officers / committee members / players who participate in online communication deemed not to be in the best interest of the Zone 12 Bowling Association will be subject to action from the executive of the Zone 12 Bowling Association