



Basketball Tasmania

SOCIAL MEDIA GUIDELINES

GUIDELINES EFFECTIVE: 1 SEPTEMBER 2025

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1. PURPOSE

These guidelines have been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities, obligations and impact on others. In particular, these guidelines are intended to provide practical guidance so that the Basketball Tasmania community may engage in ethical social media use and in a manner that will minimise potential risks to others.

These guidelines are intended to establish a culture of openness, trust and integrity in all online activities related to Basketball Tasmania.

In circumstances where guidance about social media issues has not been given in these guidelines, we suggest you use common sense or seek out advice from Basketball Tasmania staff.

2. UNDERLYING PRINCIPLES

Basketball Tasmania believes social media provides a space to celebrate the achievements, growth and spirit of our basketball community. Posts should highlight successes, teamwork, and positive experiences. We aim to uplift and encourage our community to create an environment where everyone feels proud to be a part of the game.

These guidelines complement Basketball Tasmania's core values and strategic objectives.

3. COVERAGE

These guidelines apply to all persons who are involved with the activities of Basketball Tasmania, whether they are in a paid or voluntary capacity and including:

- Members, including life members of Basketball Tasmania
- Persons appointed or elected to Basketball Tasmania board, committees and sub-committees
- Employees of Basketball Tasmania
- Coaches and assistant coaches
- Players
- Referees, umpires and other officials
- Member Associations, including Constituent Association Members (CAMS)
- Parents and supporters

4. SCOPE

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

These social media guidelines apply to social media platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting, polls, or surveys
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

These guidelines apply when using social media as:

1. An officially designated individual representing Basketball Tasmania on social media; or
2. To you, if you are posting content on social media in relation to Basketball Tasmania that might affect Basketball Tasmania's business, products, services, events, sponsors, members or reputation.

These guidelines are not intended to guide your personal use of social media where it is not related to or there is no reference to Basketball Tasmania 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 Basketball Tasmania may still be regulated by other policies, rules or regulations of Basketball Tasmania.

5. USING SOCIAL MEDIA IN AN OFFICIAL CAPACITY

Only individuals who have received appropriate authorisation from Basketball Tasmania may engage on social media as representatives of Basketball Tasmania.

As a part of Basketball Tasmania's community you are an extension of the Basketball Tasmania brand. As such, the boundaries between when you are representing yourself and when you are representing Basketball Tasmania can often be blurred. This becomes even more of an issue as you increase your profile or position within Basketball Tasmania. Therefore it is important that you represent both yourself and Basketball Tasmania appropriately online at all times.

6. GUIDELINES

The following guidelines apply when using social media related to Basketball Tasmania or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

6.1 USE COMMON SENSE

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Basketball Tasmania.

6.2 PROTECT YOUR PRIVACY

Be smart about protecting yourself and 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.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

6.3 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. Basketball Tasmania recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have. If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

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.

6.4 USE OF DISCLAIMERS

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of Basketball Tasmania) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble - it may not have legal effect.

6.5 REASONABLE USE

If you are an employee of Basketball Tasmania, your personal use of social media may not interfere with your work commitments or productivity.

6.6 RESPECT CONFIDENTIALITY AND SENSITIVITY

When using social media, you are expected to maintain the confidentiality of Basketball Tasmania's proprietary information. This includes information that is not publicly accessible, widely known, or which is not expected to be shared outside of Basketball Tasmania.

Remember, if you are online, you are on the record – much of the content posted online is public and searchable.

Within the scope of your authorisation by Basketball Tasmania, it is acceptable to talk about Basketball Tasmania and have a dialogue with the community, but it is not okay to publish confidential information of Basketball Tasmania. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our e.g. team, coaching practices, financial information and trade secrets.

6.7 GAINING PERMISSION WHEN PUBLISHING A PERSON'S IDENTIFIABLE IMAGE

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.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

6.8 COMPLYING WITH APPLICABLE LAWS AND STANDARDS

When using social media, it is important to be aware of and follow all relevant laws and regulations. This includes, but is not limited to:

- Privacy laws – respecting individuals' rights to privacy and handling personal information appropriately.
- Copyright and intellectual property laws – only sharing content (such as images, videos, music, or written material) that you have the right to use.
- Defamation laws – avoiding any content that could harm someone's reputation.
- Discrimination and harassment laws – ensuring that all content is respectful and inclusive, and does not offend, exclude, or target individuals or groups.

If you are unsure whether a post or piece of content complies with legal requirements, it's best to seek advice before publishing.

Any comments that do not align with the Basketball Tasmania's standards, including the Code of Conduct, Member Protection Policies and/or these Social Media Guidelines may be deleted by Basketball Tasmania.

6.9 CONSCIENTIOUS BEHAVIOUR AND AWARENESS OF CONSEQUENCES

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your position / membership of Basketball Tasmania at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

7. BRANDING AND INTELLECTUAL PROPERTY

Only individuals with appropriate authorisation may post content on behalf of Basketball Tasmania or use Basketball Tasmania's intellectual property, brand assets or imagery on social media.

Basketball Tasmania's intellectual property includes but is not limited to:

- Trademarks
- Logos
- Slogans
- Imagery which has been posted on official social media sites or website

Brand assets should not be used on social media without prior approval from Basketball Tasmania. This includes creating any official or unofficial presence that uses Basketball Tasmania's name, logo or other identifying elements.

Individuals may not imply that they are authorised to speak on behalf of Basketball Tasmania unless formal approval has been granted by the CEO of Basketball Tasmania.

8. BREACHES OF THESE GUIDELINES

Breaches of these guidelines include but are not limited to:

- Using Basketball Tasmania's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libelous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if 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 Basketball Tasmania'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 Basketball Tasmania, 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.

8.1 REPORTING A BREACH

If you notice inappropriate or unlawful content online relating to Basketball Tasmania or any of its members, or content that may otherwise have been published in breach of these guidelines, you should report the circumstances immediately.

Contact media@basketballtas.com.au

8.2 INVESTIGATION

Alleged breaches of the social media guidelines may be investigated according to Basketball Tasmania policies and regulations.

8.3 DISCIPLINARY PROCESS, CONSEQUENCES, AND APPEALS

Depending on the circumstances breaches of these guidelines may be dealt with in accordance with the disciplinary procedure contained in the Basketball Australia's Member Protection Policy.

9. REVIEW

The Basketball Tasmania Board is ultimately responsible for overseeing these Social Media Guidelines. These guidelines will be reviewed by Basketball Tasmania as often as is necessary and will make any changes it determines necessary or desirable. Material amendments must be approved by the Basketball Tasmania Board. Non-material amendments may be approved by the CEO of Basketball Tasmania.

10. ACCESS TO THE GUIDELINES

The guidelines are available on Basketball Tasmania's website.