



TENPIN BOWLING ASSOCIATION OF WESTERN AUSTRALIA INC



Department of
Local Government, Sport
and Cultural Industries



SOCIAL MEDIA POLICY

PREFACE

Welcome

Our documents, charters, policies and procedures are reviewed annually or as required. If you have any feedback or find a discrepancy in our documents can you, please email us or contact us on our website so we can rectify the error. Please be mindful that all changes will be tabled at the next executive meeting to be reviewed.

TBAWA supports all competitions hosted by Zone Bowling, Independent Centres, Tenpin Bowling Australia and local associations. We uphold both the state's and national constitutions and all rules and regulations outlined by Tenpin Bowling Australia and other associated acts or regulations.

TBAWA is committed to providing and supporting events for all ages and promotes an alcohol and smoke free environment at all of our events including sponsored events. TBAWA recognises equal opportunities for all members and volunteers and encourages participation across all divisions. TBAWA will not promote or tolerate bullying or violence by members or official, or against both athletes, volunteers and spectators.

The State government through the Department of Local Government, Sport and Cultural Industries is a major supporter of Tenpin Bowling Association Inc, in Western Australia. Sport and recreation builds stronger, healthier, happier and safer communities

Please help us in our commitment to our members and promote the values of our sport

Thank you



Tahnee Ridley

Tenpin Bowling WA President

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1 Introduction

1.1 Purpose

Social media is changing the way we communicate.

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 Tenpin Bowling Association of Western Australia and the National Sporting Body, Tenpin Bowling Australia Limited (TBAL)

This policy contains Tenpin Bowling Association of Western Australia guidelines for the Tenpin Bowling Association of Western Australia community to engage in social media use. It also includes details of breaches of the policy and the responsibilities and behaviour that is cumbersome of the individual and/or group whilst representing Tenpin Bowling Association of Western Australia and/or the National Sporting Body, TBAL, associated centre associations and State Teams for both athlete, member and volunteer for both online and publicly.

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.

1.2 Objectives

The objectives of this policy are to

- Outline the principles, and conditions of use for social media platforms, for the athlete, member and volunteer
- Identify who is bound by this policy and their responsibilities when using social media. It will also outline the consequences, breaches and reporting obligations for the misuse of this policy
- TBAWA commitment and use of members, athletes and volunteer's information in social media platforms and identify events where such information may be disrupted

1.3 Principles

This policy complements Tenpin Bowling Association of Western Australia's core values:

1.4 Coverage

This policy applies to all persons who are involved with the activities of Tenpin Bowling Association of Western Australia, whether they are in a paid or unpaid/voluntary capacity and including:

- Members, including life members and Hall of Fame members of Tenpin Bowling Association of Western Australia
- Individuals appointed or elected to Tenpin Bowling Association of Western Australia boards, committees and sub-committees;
- Employees of Tenpin Bowling Association of Western Australia
- Members of the Tenpin Bowling Association of Western Australia Executive;
- Support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and coaches and assistant coaches
- Athletes including Junior Athletes

- Tournament Director, Lane Marshalls and other officials;
- Member Centre Associations
- When in official uniform issued by Tenpin Bowling Association of Western Australia Inc you are considered as an official representative of Tenpin Bowling Association of Western Australia Inc and your team **or**
- Wearing issued board uniforms, state team and training uniforms and representing Tenpin Bowling Association of Western Australia Inc including state teams **or**

This policy includes when using social media as

- An officially designated individual representing Tenpin Bowling Association of Western Australia Inc on social media; **and**
- If you are posting content on social media in relation to Tenpin Bowling Association of Western Australia that might affect Tenpin Bowling Association of Western Australia's business, products, services, events, sponsors, members or reputation.

1.5 Declaration

All participants in the following positions are to read this policy and sign a declaration of acknowledgement (appendix A), in understanding the obligations cumbersome on them in an official capacity

- State Team Athletes
- Coaches
- Managers
- Executive Board
- General Committee
- Authorised volunteers in an official capacity

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 Tenpin Bowling Association of Western Australia or its business, competitions, teams, participants, products, services, events, sponsors, members, or reputation. However, any misuse by your of social media account in a manner that does not directly refer to Tenpin Bowling Association of Western Australia may still be regulated by other policies, rules or regulations of Tenpin Bowling Association of Western Australia or Tenpin Bowling Australia (TBA) Limited or state and federal laws.*

2 Social Media Communication

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 all forms of social media. Social media includes, but is not limited to websites and applications that enable users to create and republish content or to participate in social networking, which includes the following:

- Social networking platforms, that include but not limited to Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, and WordPress
- Video and photo sharing websites or apps, that include but not limited to YouTube, Vimeo, Instagram, Facebook Messenger, Facebook Live, and Snapchat
- Blogs and micro-blogging platforms
- 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 enciclopedias (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 or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

2.1 Using Social Media in an Official Capacity

You must be authorised by Tenpin Bowling Association of Western Australia Inc Executive Board before engaging in social media as a representative of Tenpin Bowling Association of Western Australia. Authorised representative of Tenpin Bowling Association of Western Australia in an official capacity, that is authorised to post on behalf of Tenpin Bowling Association of Western Australia, includes

- Individuals on the Executive Committee, Or
- Appointed Team Managers, Coaches Or
- Any other delegate appointed by the board

To become authorised to represent Tenpin Bowling Association of Western Australia in an official capacity, you must have written permission from a member of the Executive Board or be one of the identified roles above.

As a part of Tenpin Bowling Association of Western Australia's, community you are an extension of the Tenpin Bowling Association of Western Australia brand. As such, the boundaries between when you are representing yourself and when you are representing Tenpin Bowling Association of Western Australia can often be blurred. This becomes even more of an issue as you increase your profile or position within Tenpin Bowling Association of Western Australia, therefore it is important that you always represent both yourself and the sport appropriately online.

2.2 Conditions of use for all

Tenpin Bowling Association of Western Australia Inc acknowledges the enormous value of Social Media platforms in promoting and celebrating the achievements and success of the people involved our sport. Tenpin Bowling Association of Western Australia Inc encourages the promotion of our sporting achievements, memories, and events by our members. We expect all people bound by this policy to conduct themselves appropriately when using social networking sites to share information

related to our sport. All members must respect all members and the public forums in which they post, the sport of Tenpin Bowling both locally and nationally. This helps the sport to its relationships with sponsors and key stakeholders is not compromised, or that the organisation is not brought into disrepute. When using social media or interacting with Tenpin Bowling Association of Western Australia Inc social platforms, persons bound this policy shall not

- Post, republish or include links to any material that contains material that could potentially be illegal, offensive (including language), defamatory, obscene, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist, insulting, or otherwise inappropriate in nature
- Post or republish any information or photos of a sensitive nature. This could include accidents, incidents, or controversial behavior
- Use social media platforms as a forum for disputes or grievances where activities are connected to the sport or retaliate in any way to content that is posted, sent or republished directly relating to the person or their activities in the sport in a way that would breach this policy
- Incite others in the community to speak up about a particular event or grievance that may have occurred or may be investigated at either a state or national level
- Incite other members on the Tenpin Bowling Facebook page in a negative way that would result in reputation of the association or a member
- Incite others around a grievance or potential grievance to be raised on any TBAWA social media platforms
- Not imply that you are authorized to speak on behalf of an association or group unless you have been given official authorization to do so
- Use the Tenpin Bowling Association of Western Australia Inc name to endorse or promote any product, opinion, cause or political candidate and it must be abundantly clear to all readers that any opinion shared are those of the individual and do not represent or reflect the views of Tenpin Bowling Association of Western Australia Inc
- Question the integrity of Tenpin Bowling Association of Western Australia Inc, members, volunteers or sponsors
- Individuals shall not participate or encourage the use of bullying of another member online. This includes, but not limited to, cyberstalking, inappropriate or derogatory comments about another member, support people or officials of the sport
- Post photos or comments members or officials without authorized consent
- Misuse any of Tenpin Bowling Association of Western Australia Inc, social media accounts in an official capacity or as a user or member of the platform.
- Posts to Tenpin Bowling Association of Western Australia Inc Facebook account that may contain illegal or indecent content, including defamatory, vilifying, or misleading and deceptive content about a member, volunteer, the sponsor, the sport, the board or a board member

If any member is found to be in breach of any of the abovementioned points, the following may occur;

- Ban from the TBAWA Facebook platform for a nominated period of time
- Indefinite ban from the TBAWA Facebook platform
- Written caution
- Verbal caution
- Removal from a State Team or event

All TBAWA board members are regulators and admin users of this account and have the authority to ban any member in the initial instance if they feel harm can come of the post, and it shall be reviewed at the next board meeting.

2.3 Our commitment and use of your information

Tenpin Bowling Association of Western Australia Inc shall post and repost on social media content that promotes our athletes, volunteers, and the sport, including information for events, results, vacancies, tournament updates and rule changes. Our posts will also include from time to time, reposts from the Tenpin Bowling Australia Limited website, Facebook page or Twitter platforms to Tenpin Bowling Association of Western Australia Inc's Facebook and Twitter accounts.

Our commitment is to

- Post athletes scores for events locally that will include our Master and State Championship results for the individual and/or team scores on the national platform provided by Tenpin Bowling Australia Limited at www.tenpinsults.com.au
- Promote the sport of Tenpin Bowling here in Western Australia through our website www.tenpinwa.org and use this as our main platform for information. It is implied that achievements, awards and recognition, events, and meetings. If a member, parent, or volunteer wishes to not participate or have their information on any social media platform please contact us at info@tenpinwa.org
- Will comply with all obligations under the Racing and Gaming Act in WA when hosting a raffle, and will post all winners on our website
- Will not hold any credit card or personal information of our members when using our online entry forms and payments online. No personal information is stored on our servers. Please see our privacy and terms and conditions on our website for more information

3 Guidelines for appropriate use of Social Media

You must adhere to the following guidelines when using social media related to Tenpin Bowling Association of Western Australia Inc or its business, products, competitions, teams, participants, services, events, sponsors, members, or reputation.

3.1 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 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 Tenpin Bowling Association of Western Australia Inc.

3.2 Protecting 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.

3.3 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. <<ORGANISATION>> 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.

3.4 Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of Tenpin Bowling Association of Western Australia Inc) and that anything you publish is your opinion and that you are not speaking officially. This is good practice and is encouraged, but do not count on it to avoid trouble — it may not have legal effect.

3.5 Reasonable use

If you are an employee of Tenpin Bowling Association of Western Australia Inc, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

3.6 Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of Tenpin Bowling Association of Western Australia Inc's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Tenpin Bowling Association of Western Australia Inc.

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 Tenpin Bowling Association of Western Australia Inc, it is perfectly acceptable to talk about tenpin bowling and have a dialogue with the community, but it is not okay to publish confidential information of Tenpin Bowling Association of Western Australia Inc. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our state team, team managers, coaches, individual members, volunteers, financial information and dispute and grievance cases.

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.

3.7 Gaining permission when publishing a person's identifiable image

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.

In every instance, you need to have consent of the owner of copyright in the image.

3.8 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.

3.9 Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and Tenpin Bowling Association of Western Australia Inc's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

3.10 Discrimination, sexual harassment and bullying

The public in general, and Tenpin Bowling Association of Western Australia Inc 's employees and members, reflect a diverse set of customs, values and points of view.

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

When using social media, you may also be bound by Tenpin Bowling Association of Western Australia Inc's values and Anti-Discrimination, Harassment and Bullying Policy.

3.11 Avoiding controversial issues

Within the scope of your authorisation by Tenpin Bowling Association of Western Australia Inc, if you see misrepresentations made about Tenpin Bowling Association of Western Australia Inc in the media, you may point that out to executive committee. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

3.12 Dealing with mistakes

If you make an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses Tenpin Bowling Association of Western Australia Inc of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately.

3.13 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 sport at risk.

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

3.14 Branding and intellectual property

You must not use any of Tenpin Bowling Association of Western Australia Inc's intellectual property or imagery on your personal social media without prior approval from Tenpin Bowling Association of Western Australia Inc.

Tenpin Bowling Association of Western Australia Inc's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on Tenpin Bowling Association of Western Australia Inc official social media sites or website.

You must not create either an official or unofficial Tenpin Bowling Association of Western Australia Inc presence using the organisation's trademarks or name without prior approval from Tenpin Bowling Association of Western Australia Inc.

You must not imply that you are authorised to speak on behalf of Tenpin Bowling Association of Western Australia Inc unless you have been given official authorisation to do so by the executive committee or as a duty assigned to as a volunteer

4 Breaches and Reporting

If you notice inappropriate or unlawful content online relating to Tenpin Bowling Association of Western Australia Inc or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

4.1 Reporting

To report inappropriate, misuse or breach of this policy please advise the Secretary of Tenpin Bowling Association of Western Australia Inc, at secretary@tenpinwa.org . All complaints and reports will be discussed as soon as possible.

If you believe a child is in danger or at risk, please contact your local Police Station, or call 000. All complaints of this nature will be dealt with in line with Tenpin Bowling Australia's Child Framework

4.2 Investigation

Alleged breaches of this social media policy may be investigated according to Tenpin Bowling Association of Western Australia Inc's Member Protection Policy, TBA Member Protection Policy

Where it is considered necessary, Tenpin Bowling Association of Western Australia Inc may also report a breach of this social media policy to police.

4.3 Disciplinary process, consequences and appeals

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the Tenpin Bowling Association of Western Australia Inc's Member Protection Policy. For current athlete's, executive board members or volunteers found in breach of this policy may have the following outcomes

- If the offence is serious nature, a recommendation for membership review to Tenpin Bowling Australia Limited
- If the offence is of a serious nature, not be considered for future volunteer roles
- Be removed from any current State Team positions
- Be banned for participating in representing or managing WA State Teams for a nominated period of time
- Be asked to complete further training on play by the rules and social media interaction before asking to volunteer again
- Be asked to write a formal letter of apology to the person or the association
- Issued a final caution letter, and recorded for future consideration
- Any other consequence that is deemed appropriate by Tenpin Bowling Australia Limited

Employees of Tenpin Bowling Association of Western Australia Inc who breach this policy may face disciplinary action up to and including termination of employment in accordance with Tenpin Bowling Association of Western Australia Inc Member Protection Policy or any other relevant policy.

4.4 Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under TBA's Member Protection Policy and/or Grievance Process.

5 Approval

All policies are reviewed every two years or as business requires. All major changes and/or scheduled reviews will be tabled for discussions at the next executive meeting and endorsed by the board. Policies are tracked and reviewed as per the policy review schedule that is monitored by the Governance and Compliance Officer or the Secretary in the absence of a GCO, ensuring the M-files number is correct and the latest version is in M-files. Final approval is to be completed by the President.

Endorsed:

Version no	Executive Member(s)	Date of Endorsement	Next Review
1.0	Sally Watson, Sharon McKellar	10/12/2018	10/12/2018
2.0	Sharon McKellar	15/2/2020	25/2/2020
2.1	Tahnee Ridley	05/12/2020	05/12/2021

Approved:

Name:	Tahnee Ridley
Position title:	TBAWA President
Signature:	
Date:	

Document Version History

Version no	Primary author(s)	Description of version	Date completed
0.1	Tahnee Ridley & Sharon McKellar	Initial draft	01/12/2018
0.2	Tahnee Ridley	Final submission, MPP info added	08/12/2018
1.0	Tahnee Ridley	Final approved	10/12/2018
2.0	Tahnee Ridley	Added play by the rule's updates Moved to new template Removed inferred communications as a repeated item Added TBAWA commitment and reference to new policy and appendix 1	25/2/2020
2.1	Tahnee Ridley	General review, small grammar updates 2.2	05/12/2021

Register (office use only):

M File ID	Entering Person	Policy Register updated?	Date completed

