



SOCIAL MEDIA POLICY

Our commitment

Electronic communication is essential for sharing club news and information with our members. Our communication will be timely, appropriate and related to club business.

Purpose and scope

This policy sets out the expectations for the personal and professional use of social media.

Recognising that commonly held perceptions of social media are likely to change from time to time, social media for the purpose of this policy is specifically not limited to certain digital platforms. The BUA considers each of the following platforms/internet programs/digital internet programs/digital interfaces as social media for the purpose of this policy:

- external and internal social networking sites (eg Facebook, Twitter, Bebo, Linked in, MySite and Yammer);
- video and photo sharing websites (eg Flickr, YouTube);
- weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications (eg “comments” or “your say” feature on theage.com.au);
- forums and discussion boards (eg Whirlpool, Yahoo! Groups or Google Groups);
- online encyclopaedias (eg Wikipedia);
- instant messaging (including SMS);
- Vod and Podcasting; and
- Any other website that allows individual users or companies to use simple publishing tools.

Application

This policy applies to:

- all BUA employees, Board and Members;
- any other person who is notified that this policy applies to them.

For the avoidance of doubt, this policy also applies to any personal use of social media by an Applicable Person.

SMS and email

Board members, Director of Coaching, Discipline Coaches and General Manager may use SMS and email to provide information about competition, training, club-sanctioned social events and other club business, however:

- SMS messages should be short and about club/team matters
- email communication will be used when more information is required.

Background

The BUA embraces social media as a valuable and important tool to engage and connect with our members and other relevant stakeholders. With the rapid growth and application of social media, the BUA recognises the need to have a policy that ensures Applicable Persons who use social media, either in a work or personal capacity, have guidance.

It is important for Applicable Persons to understand that the content you post on social media can have serious ramifications for the BUA and other related organisations and sponsors. When you speak on social media, it is essentially the same as speaking on a megaphone in the middle of a stadium; everyone can see and hear you. It is therefore important that you always think twice before posting.

This policy is designed to assist you in using good judgement to post appropriate content on social media. The policy covers the practice do's and don'ts when you are posting content on social media, including images you choose to accompany and social media content you may publish.

Consequences of breach

Non-compliance of this policy is a breach of your membership obligations. It may also constitute sexual harassment, discrimination, or some other contravention of the law.

A breach of this policy may result in disciplinary action, which could include termination of your membership.

Where inappropriate use under this policy constitutes a breach of any law, action may also be taken in accordance with the law.

Quick tips: review this checklist every time you use social medial

Before using social media, ask yourself the following questions:

- Would I want my members, family or friends to see this?
- Would I regret my actions?
- Could I limit my career?
- Am I revealing any sensitive or confidential information?
- Could this negatively impact the BUA or the brand or a related organisation such as AFL Central Victoria, AFL Victoria or AFL?

Do

When using social media, do:

- respect others' privacy and seek permission before mentioning them in a post (through text or image);

- ensure that content you publish is factually accurate and complies with relevant AFL policies, particularly those relating to confidentiality, privacy and disclosure;
- expressly state on all postings relating to umpiring and football that stated views are your own and are not those of the BUA, AFL Central Victoria, AFL Victoria or the AFL;
- be polite and respectful to all people you interact with;
- adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws; and
- adhere to the BUA's Privacy Policy and Member Protection Policy.

Do not

When using social media, do not:

- talk negatively about the BUA, its members, its partners (including BFNL, LVFNL, NCFL, HDFL and BJFL), sponsors and corporate and media partners.
- bring the BUA's or AFL Central Victoria's brand and reputation into disrepute;
- use or disclose any confidential information or personal information obtained in your capacity as an umpire of the BUA;
- misrepresent a personal view as that of the BUA;
- plagiarise or breach copyright of other people when using material;
- make promises or statements regarding the BUA's operations which are not true;
- post material that is offensive, obscene, disparaging, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order, or is otherwise unlawful;
- imply that you are authorised to speak as a representative of the BUA, nor give the impression that the views you express are those of the BUA;
- think that linking to, linking, forwarding or referencing posts, articles, blogs, images, videos, views or opinions of other waives or abrogates any of your obligations under this policy; and
- use the identify or likeness of another umpire or member of the BUA.

Official BUA Spokesperson

To ensure a consistent and controlled approach, only BUA Board or General Manager are authorised to speak to the media on behalf of the BUA. This also applies to representing the BUA on social media.

Before engaging in social media as a representative of the BUA, you must be formally authorised to comment by the General Manager or Chairman.