

# SOCIAL MEDIA POLICY

Procedure Title:	SOCIAL MEDIA POLICY
Procedure Type:	Member
Date: 5/6/2020	Revised:

## PURPOSE

This policy has been developed in recognition of the growing popularity of and participation in online social media. KMBC is supportive of members participating in social media in their personal time to keep in touch with friends, share information or become involved in online discussions.

'In Australia, there is no general right to privacy when it comes to social media. Controversial comments on social media about the workplace/KMBC can land an employee/member in hot water even if those comments are posted on a personal account. Under the Law, employers/KMBC Board may be entitled to take disciplinary action" (*Patrick Wright, ABC Life: Social Media: Your rights, crime and the Law | Qld Government*)

However members who use social media either as part of their job or in a personal capacity, it is important to understand their obligations when the online communication is about KMBC, our services, colleagues, volunteers, members, guests or other persons associated with KMBC.

## OR

KMBC does not intend to restrict your ability to have an online presence nor does it mandate what you can say and cannot say online. It, **HOWEVER** expects you to be responsible and accountable for what you post.

KMBC are providing these guidelines for appropriate online conduct.

## POLICY GUIDELINES

- (a) Members who presently maintain individual pages on social media sites to connect with families and friends need to recognise their responsibilities as members of KMBC when they publish content on these sites.
- (b) As members of KMBC, please be aware of the following expectations:
  - You are **personally responsible for any published content** and will be liable to be disciplined for commentary, content, or images that are defamatory, pornographic, proprietary, harassing, discriminatory, libellous, or that can cause hostility with others.
  - Examples of inappropriate content include:
    - References/photos of alcohol or illicit substances

- Photos with revealing clothing
  - Disclosure of confidential information relating to past or future colleagues, volunteers, members, participants, or other persons associated with KMBC.
  - Posting disparaging, discriminatory, harassing, or defamatory information about past, present, or future colleagues, volunteers, members, participants, guests or other persons associated with KMBC.
- (c) You may have **legal liability** for any information you contribute over any online communication channels regarding KMBC.
- (d) KMBC reserves the right to modify this policy at any time.

**Reference:** Adapted from *Bowls Queensland Social Media Policy – July 2017*

**NB:** This policy is intended to provide guidelines for members who access social media networks for personal purposes.

It is **NOT** intended to violate or improperly interfere with individual rights, or privacy, but rather to ensure that members maintain a professional standard while associated with KMBC

