



# Bowls New South Wales Ltd

## Social Media Policy - Clubs

### 1. **Purpose**

Bowling clubs understand the importance of social media as a tool for engaging with members and promoting the sport of lawn bowls. In a rapidly changing media landscape, social media can serve a crucial role in keeping members up to date on all news and information relating to their club.

Bowling clubs want to uphold their reputation, and this extends to any content and/or comments posted on social media relating to the club. Any individual publishing content through the club social media pages or commenting on club social media content is expected to behave and express themselves appropriately.

To provide guidance on the appropriate use of social media, Bowls NSW Ltd have produced the following social media policy for bowling clubs. This policy outlines how clubs can oversee content on their social media channels, including how to respond to inappropriate content.

### 2. **Scope**

This policy applies to any individual who is publishing content on social media on behalf of a bowling club. The policy also applied to individuals who have followed the club social media account and/or has engaged with content on the clubs social media page.

This policy covers all forms of social media which includes, but is not limited to, the following:

- Facebook, Twitter, Instagram and other social networking services
- Online blogs, forums and public chat rooms
- YouTube and other video sharing sites

### 3. **Key Objectives and Principles**

Content posted on any bowling clubs' social media channel must not:

- Contain defamatory, harassing, pornographic or otherwise inappropriate material
- Contain confidential information relating to any club members without prior consent
- Bring the club or the sport into disrepute

The Company may at any time request the Member to return all or a specified part of the confidential information and the Member must promptly comply with the request.

### 4. **Definitions**

- **Club** – any bowls club affiliated with Bowls NSW Ltd.
- **Member** – any individual registered with a bowls club affiliated with Bowls NSW Ltd.
- **Social media channels** – Any online site, including but not limited to Facebook, Twitter and Instagram, that allows individuals to post and share content.
- **Bowls** - the sport of bowls.
- **Content** – any written, graphic or audio-visual information that has been posted or shared by a user on a social media channel.



# Bowls New South Wales Ltd

## Social Media Policy - Clubs

### **5. Use of Social Media**

The benefits of using social media are significant and wide-ranging. Between a bowling club and its members, effective social media use can do the following:

- Inform members on the latest updates relating to the club
- Promote player events, results and achievements
- Provide live streaming of club events
- Push the services of valued partners and sponsors
- Provide relevant contact information to members to help answer their queries

### **6. Online Privacy**

Bowling clubs should understand that individuals have a right to privacy when using social media. When sharing confidential information of any kind, clubs must seek permission from the individual before posting the material.

### **7. Moderation of Social Media Channels**

It is the responsibility of individuals with access to club social media channels to moderate their pages for inappropriate content.

Any comments or posts relating to the club that are considered in breach of this social media policy should be removed or hidden from the page. In more serious cases, clubs can ban users from the page.

### **8. Compliance**

It is at the discretion of bowling clubs as to how they enforce repercussions to breaches of this social media policy.

Clubs can reserve the right to screenshot, archive, edit and delete any content which is potentially in breach of this policy.