



Bendigo Tennis Club (BTC) Social Media Policy

1. PURPOSE OF THIS POLICY

1.1 Social Media is an online interactive/technical platform that allows people to interact, chat, connect or collaborate online. Each social medium is slightly different, but they are all based on a common idea – “the idea of sharing”.

1.2 Bendigo Tennis Club Inc. encourages the use of Social Media and recognises and appreciates the value of Social Media as a tool for the club and its members to engage, communicate, learn, share and drive innovation. As Social Media is shared in the public realm, it is vital that the valuable public reputation of BTC, sponsors and other BTC stakeholders is protected. Therefore, BTC prohibits communication that is defamatory, obscene, misrepresentative or for commercial purposes.

1.3 BTC has developed this Social Media Policy (Policy) to protect and educate its members and to promote and encourage the appropriate use of Social Media by BTC members.

2. APPLICATION OF THIS POLICY

2.1 The Policy applies to and binds all individual members of the BTC.

3. DEFINITIONS

3.1 The following terms have the following meanings in this policy:

Social Media means interactive electronic forums or online media where people are communicating, posting, participating and sharing. For the purposes of this Policy, Social Media extends to:

- a) material communicated electronically, whether written, emoji's, photographic, video or audio which is accessible by more than the individual poster alone;
- b) WhatsApp, Facebook, YouTube, Twitter, Instagram, Snapchat, LinkedIn and similar services;
- c) blogs, social networking sites, instant messaging, social bookmarking, podcasting, media sharing and collaborative editing websites;
- d) any other forum which might be classified reasonably as social media as the term is generally

understood; and

e) any other forum available for public comment.

Nominated Official means the person appointed by BTC to administer disciplinary matters relating to this Policy.

4. CONDITIONS OF USING SOCIAL MEDIA

4.1 When using Social Media individuals must not:

- a) make posts that are abusive or harass or threaten any other person including BTC members, players, officials or sponsors;
- b) abuse others or expose others to content that is offensive, inappropriate, obscene, insulting, provocative or hateful including in relation to BTC members, players, officials or sponsors;
- c) impersonate or falsely represent any other person;
- d) post inaccurate or misleading or deceptive content;
- e) make defamatory or libellous comments;
- f) post material that infringes the intellectual property rights of others or breaks any other law including privacy, defamation or harassment;
- g) post content that interferes with the conduct of any event run by BTC or with the role and responsibilities of BTC;
- h) post content that violates security measures instituted at any BTC facility;
- i) comment in a way that may harm the reputation of another member of BTC or BTC's sponsors and stakeholders;

- j) use Social Media platforms as a forum for disputes or grievances;
- k) use BTC or affiliated brands (including sponsors and suppliers) to endorse or promote any product or service, opinion, cause or political candidate;
- l) use videos or images of others without express prior permission; or
- m) publish, post or release information that is considered confidential and not for the public. If it seems confidential, it probably is.

4.2 WHEN POSTING ON ANY BTC SOCIAL MEDIA PLATFORMS AN INDIVIDUAL MUST NOT:

- a) promote their commercial interests in any manner unless they have their explicit permission to do so by the BTC;
- b) make excessive postings on a particular issue or post multiple versions of the same opinion or information;
- c) post internet addresses, links to websites, email addresses unless they have their explicit permission to do so by the BTC;
- d) include personal information about themselves or others in posts (for example, email addresses, private addresses or phone numbers);
- e) identify and discuss other people and business including other players, officials or coaches unless they have their explicit permission to do so by the BTC.

4.3 In addition, all Individuals are solely responsible for all comments that they post on Social Media. Individuals making personal comments should make it clear that the views expressed are

their own and are not a representation of the views of BTC.

5. CONSEQUENCES OF A BREACH OF THIS POLICY

5.1 In circumstances of a breach or suspected breach of this policy, BTC may:

- a) make a necessary public comment such as a correction, clarification, contradiction or apology in regards to the breach;
- b) issue a formal warning to the Individual responsible for the breach;
- c) report any breach of any law to any local authority or wronged party;
- d) take any disciplinary action available to it; or e) exercise any of its available rights at law.

5.2 BTC may also remove posts from BTC's Social Media pages and request those who are bound by this Policy to remove posts from their personal Social Media pages and deal directly with Social Media providers to remove any posted material that it considers to be in breach of this Policy.

5.3 In addition Individuals who communicate their opinions and any other materials on Social Media do so at their own risk. An individual may be held personally liable for any commentary and/or material which may be defamatory, obscene or proprietary.

6. REPORTING A BREACH OF THIS POLICY

6.1 BTC encourages its members and all individuals to report any use of Social Media which may be in breach of this Policy. Details of alleged breaches of this Policy can be emailed to secretary@bendigotennisclub.com. Breaches will be referred to the Nominated Official on the BTC Committee of Management and investigated accordingly.

7. PRIVACY

7.1 BTC may record any information posted on Social Media platforms operated by BTC and may use that information for the purpose of administering such Social Media platforms or any other purpose consistent with BTC's objectives. BTC's privacy policy is in line with Tennis Australia's policy on privacy and may be reviewed at <http://www.tennis.com.au/privacy>

7.2 BTC strongly recommends that all individuals bound by this Policy protect their own personal privacy by not including personal information in Social Media communications (for example, email addresses, residential addresses or telephone numbers).