



PROUD SPONSOR OF
KNOX JUNIOR RAIDERS



Use of Social Media - Policy

Social Media Policy (as of 20th October 2015)

Introduction

This policy applies to all Knox Basketball Inc. representatives. We acknowledge all employees, coaches, national teams and squads, officials, and all playing and volunteer members throughout the extended grassroots community as our representatives.

This policy does not apply to personal use of social media platforms, as long as no reference or acknowledgment is made to Knox Basketball Inc. (KBI) or related subjects. In addition, this policy takes effect when an individual or entity identifies themselves as associated with KBI, and/or discusses their involvement in the organisation on social media. At this point they are required to convey themselves in accordance with this policy and in a manner consistent with KBI's stated values and policies.

Purpose

Social media (see 2.0 below for definition) offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. Knox Basketball Inc. recognises the benefits of social media as an important tool of engagement and enrichment for its members.

KBI and our affiliated Clubs are highly respected organisations by the public, including our national and international affiliates, stakeholders and supporters. It is important that KBI's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation. KBI also has a responsibility to protect our stakeholders and affiliates by maintaining a positive reputation by association.

1.0 Scope

This policy covers all forms of social media. Social media includes, but is not limited to:

- Maintaining an account, profile or page on social or business networking sites (such as but not limited to Facebook, Twitter, LinkedIn, Snapchat, Instagram);
- Content sharing including but not limited to Flickr, YouTube and Vimeo;
- Commenting in blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites, or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards); or editing a Wikipedia page.

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors, affiliates, stakeholders or Knox Basketball Inc. as an organisation.

2.0 Guiding Principles

- 2.1** The web is not anonymous. Knox Basketball Inc. representatives should assume that everything they write can be traced back to them.
- 2.2** Think of the internet as a permanent record of online actions and opinions.
- 2.3** Boundaries between a representative's profession, volunteer time and social life can often be blurred. It is essential that individuals make a clear distinction between what they do in a personal capacity and what they do, think or say in their capacity associated with Knox Basketball Inc.
- 2.4** All KBI representatives must follow the guidelines in place to ensure KBI's brands and intellectual properties are not compromised. This means KBI logos cannot be used in any context without consent (see 4.0 below), including on social media and websites.

3.0 Social Media Use

- 3.1** KBI representatives using social media, such use:
 - Must not contain, link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
 - Must not comment on or publish information that is

confidential or in any way sensitive to KBI, its affiliates, partners or sponsors;

- Must not bring the organisation into disrepute; and
- The individual user must be conscious of who their 'friends', 'followers' and 'connections' are.

4.0 Branding and Intellectual Property (IP)

Trademarks belonging to Knox Basketball Inc. cannot be used in personal social media applications, except where such use can be considered incidental — (where incidental is taken to mean “happening in subordinate conjunction with something else.”). Trademarks include:

- 4.1** Knox Basketball Inc., Knox Junior Raiders, and all other Knox Basketball Inc. associated logos, slogans and imagery.
- 4.2** KBI representatives may not use KBI brands or association with KBI to endorse or promote any product, opinion or cause; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual and do not represent or reflect the views of KBI.

5.0 Official Knox Basketball Inc. websites, blogs, social pages and online forums

This includes all KBI managed “knoxbasketball.com.au” websites, and individually managed affiliate club and association websites.

- 5.1** Before a new website, social networking page or forum is created for Knox Basketball Inc. representative use, written consent must be provided by the appropriate person at KBI.
- 5.2** Written permission must be obtained from KBI for use of all logos and images on these websites, blogs, pages or forums, in line with Branding and Intellectual Property (4.0 above).
- 5.3** For official KBI websites, blogs, pages and forums:
 - Posts must not contain, nor link to, pornographic or indecent content;
 - Knox Basketball Inc. representatives must not use KBI websites, pages, blogs or forums to promote personal projects; and
 - All materials published or used must respect the copyright and privacy of third parties.

6.0 Consideration of circumstance and appropriateness when using social networking sites

- 6.1** Knox Basketball Inc. representatives must have consideration for the appropriateness of the content they are posting or sharing on social media sites. Content must not:
- Breach the privacy act or inadvertently make KBI liable for breach of copyright;
 - Be information, photos or videos from a private event where explicit consent has not been sought and given; and
 - Any post about an individual or organisation must be removed if correct reason has been provided in a request to do so.
- 6.2** Under no circumstance should offensive comments, photos or videos be posted about a Knox Basketball Inc. representative.

7.0 Breach of Policy

- 7.1** KBI monitor online activity in direct relation to the sport's representatives and associations. Any detected breaches of this policy must be reported to KBI.
- 7.2** A breach of this policy may result in disciplinary action from KBI. A breach of this policy may also amount to a breach of other KBI policies.
- 7.3** Disciplinary action can surmount to termination of your membership, employment and association with Knox Basketball Inc. Legal action may also be taken in situations where Knox Basketball Inc. deems the severity to see fit.

8.0 Consultation and Advice

This policy has been implemented to provide guidance to Knox Basketball Inc. in the area of social media. If an individual or organisation is unsure of their rights, liabilities and actions, and would like clarification on any points of the policy, please contact Knox Basketball Inc. on (03) 9847-2300.