



## ***Communications & Social Media Policy***


**Organisation:** Blackwood Community Recreation Association Inc.

**Address:** 1 Northcote Road

**CITY:** Eden Hills                      **Postcode:** 5050

**Approved by BCRA Inc.:** Brod Williams

**Position held:** President

**Signed:** 

**Date of Approval:** 18 / 3 / 2021

**Last Date of Review:**           /          /          

**Next Date of Review:**           /          /

Electronic communication is essential for sharing news and information with our Staff/Volunteers, members of clubs or user groups and centre users. Our communication will be timely, appropriate and related to Recreation Centre/club business.

## **What we will do**

We use a range of electronic tools to communicate with our members and centre users.

Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

A webmaster will be appointed to provide accountability and control over material published on our Centre's website and any related discussion groups or social media websites, such as Facebook, YouTube, Twitter or Wellness Living.

We will respond to all enquires made through social media platforms or the website within 24 hours.

## **Website**

- Our website will include current information on programmes and activities, competitions, social events, policies, constitution, rules and by-laws.
- No offensive content or photographs will be published.
- If we intend to publish a photograph of a child on the website, we will clarify the age of the child then seek permission from his or her parents prior to taking the photograph, and take care not to provide any identifying information.
- We will seek feedback from members to improve the information available on the site.

## **SMS and email**

Staff/Volunteers and members of clubs or user groups may use SMS and email to provide information about competitions, training, social events and other Centre/club business, however:

- SMS messages should be short and about Centre/club matters only
- email communication should be used when more information is required
- communication involving children will be directed through their parents.

## **Social media websites**

- We treat all social media postings, blogs, status updates and tweets as public 'comment'.
- Postings (written, photographs or videos) will be family-friendly and feature positive news and events.
- No personal information about our members/Centre users will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring the Association or Centre into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.
- If we intend to publish a photograph of a child in a social media post, we will clarify the age of the child then seek permission from his or her parents before publishing, and take care not to provide any identifying information.

## **What we ask our Members to do**

We expect our members/Centre users to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the Centre or user groups.

Electronic communication:

- should be restricted to Centre/club matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person
- should respect and maintain the privacy of members
- must not bring the Association, Centre or clubs into disrepute.

Coaches, Instructors and others who work with children and young people must direct all electronic communication through the child's parents.

## **Non-compliance**

Staff/Volunteers and members of clubs or user groups may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another Staff/Volunteer, member of a club or user group, as outlined in our member protection policy or code of conduct.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, Staff/Volunteers and members of clubs or user groups who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

