



## **POLICY TITLE: SOCIAL MEDIA**

RELATED POLICIES: BQ Social Media Policy

RESPONSIBLE OFFICERS: Management Committee Members

AUTHORITY: Management Committee

APPROVED: ...../...../.....

VERSION NUMBER: 1.1

NEXT REVIEW DATE: ...../...../.....

## **SOCIAL MEDIA POLICY**

### **1. INTRODUCTION**

- 1.1 Toowoomba City Bowls Club Inc supports the use of social media as a way of facilitating communication and dialogue between members, sponsors, other bowling clubs and organisations, the community and the media, and of enhancing participation and engagement in the club and the sport of bowls.
- 1.2 As a member of Bowls Queensland, Toowoomba City Bowls Club Inc is bound by the Bowls Queensland Social Media Policy. This policy should be read together with the Bowls Queensland Social Media Policy.
- 1.3 Members must always be alert to the fact that postings on social media sites can be immediate, public and permanent, and have the potential to damage Toowoomba City Bowls Club's reputation.
- 1.4 This policy has been developed to provide guidelines for the appropriate use of social media by Toowoomba City Bowls Club Inc stakeholders including the Management Committee and its members.

### **2. DEFINITIONS**

- 2.1 In this policy, ***social media*** means the collective of online communication channels, portals and websites dedicated to facilitating community-based interactions, sharing and collaborations. Social media allows people to socially interact, converse, network and share with one another online; some examples of social media sites and applications include Facebook, YouTube, Twitter, and internet web-pages.

### **3. TOOWOOMBA CITY BOWLS CLUB SOCIAL MEDIA SITES**

- 3.1 The Management Committee may approve the use of social media sites to promote the business of the TCBC.
- 3.2 The Management Committee may appoint one or more Club Members as Social Media Officers who will be responsible for making posts or editing official TCBC social media sites including Facebook and the TCBC web site.
- 3.3 The Management Committee will appoint a Member to be responsible for maintaining the social media sites.
- 3.4 The Social Media Officers must ensure that the information posted is up to date and factually correct.
- 3.5 The Management Committee has authority to moderate any content on any Club social media site and to require the amendment or deletion of any posts that, in its opinion, pose a reputational risk to the Club.

### **4. GUIDELINES FOR SOCIAL MEDIA USE**

- 4.1 When posting to the official TCBC social media sites, TCBC Social Media Officers must:

- not post confidential or proprietary information of or about the Toowoomba City Bowls Club Inc, its members or sponsors;
- do so in a professional manner and always consider how the post may reflect on the TCBC;
- consider the privacy of other members, and must not post personal details, photos, or videos etc, that may identify them without their written permission;
- ensure that any information posted about the Club is factually correct.
- not make any comment or post, like or re-tweet any material that might otherwise cause damage to or bring into disrepute Toowoomba City Bowls Club’s reputation;
- only post internal correspondence that has been marked as suitable for posting.

## 5. SOCIAL MEDIA CONTENT

- 5.1 Toowoomba City Bowls Club encourages positive promotional messages on its social media sites including (but not limited to)
- Overall promotion of the sport of bowls and endorsements of decisions by Toowoomba City Bowls Club
  - Promotion of all bowls events
  - Acknowledge club or player successes
  - Toowoomba City Bowls Club sponsor servicing with positive brand messaging
  - Disseminating appropriate TCBC information to its members and the general public. Such information must suitable for public consumption.

## 6. TCBC INTERNAL CONTROLS

- 6.1 TCBC emails addressed to all members must carry a disclaimer as to whether the email is suitable for posting on social media.
- 6.2 The Management Committee will ensure that all members are provided with a Privacy and Social Media Consent Form on which they can consent or not consent to having their name and any photographs, audio and/or video recordings used in Toowoomba City Bowls Club Inc publications and promotional activities (including but not limited to TCBC’s website and social media site and promotional and marketing materials).
- 6.3 The Management Committee is to redevelop the Application for Membership to the TCBC to include a Privacy and Social Media Consent Form for completion by all new or prospective members.

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