

## 4. SOCIAL MEDIA CODE OF CONDUCT

### **1. Individuals social media can be fun, helpful and dangerous.**

Comments, notes and photos posted on individuals social media sites such as Facebook, Instagram and on-line forums are usually constructive and positive. But negative comments and images, bullying, criticism and sexist remarks can be dangerous and harmful to people's wellbeing and reputation and the image of the sport.

### **2. Do not use personal social media to be critical of teammates, opposing team, coaches, officials, administrators, volunteers or spectators.**

Any comment made on social media sites has the potential to be seen by millions of people. That can be great when comments are positive. But it can be extremely negative and harmful if critical of people. Before you post a comment on social media ask yourself this: Would I want millions of people to read something negative about me?

### **3. Always assume the person you are talking/writing about will see what has been said/written.**

Just because an online chat is between two people does not mean it remains private and nobody else can see it. Social media is accessible to everyone. Even if the person you are discussing does not see it, somebody else may. The result is you rather than the person you are ridiculing will be seen in a negative light.

### **4. Use social media as a positive outlet to promote players, teammates, teams, clubs and others involved in basketball.**

Posting results and acknowledging individual and team performances on social media makes many people aware of team and individual achievements. That can have a positive effect for many people and should be used, encouraged and embraced wherever and whenever possible.

### **5. Remember to show respect.**

When using social media, show the same respect and regard for people that you would show and are expected to show when playing, officiating or attending a basketball game.

### **6. When in doubt leave it out.**

If you are unsure if what you are posting on social media is appropriate, then it is best not to post it. When in doubt leave it out.

### **7. Do not tolerate or condone poor social media behaviour or actions.**

If you are aware of, or observe poor social media behaviour or actions, do not accept it. There is no place for it in basketball and it will not be condoned. You should remind people of their responsibilities when using social media and warn that action can be taken against them. In the instance of minors breaching the code of conduct, alert their parents to the situation. If you believe the breach is serious, report it to team, club or association officials through the MCBA Complaints and Grievance Policy procedure.

### **8. Be aware that your actions on social media may have serious consequences.**

Negative comments and images, bullying, criticism and sexist remarks do not only impact negatively on the people they are about. If you are found to have acted improperly on social media regarding a basketball related matter, you are liable to disciplinary proceedings and may be required to face a tribunal hearing to explain your actions. A suspension from basketball could be imposed. Where applicable the relevant Laws of Victoria will be applied to any actions and any misconduct will result in the Complaints and Grievance Policy procedure being followed by MCBA.

**9. Consider social media to be your personal brand.**

Your Internet presence fuels any perception of your personal brand - whether you like it or not. Does your social media identity match your real identity? Be mindful of the content of photos, status updates, Tweets. Are they truly reflective of who you are and how you want people to see you?

**SOCIAL MEDIA POSTS ON BEHALF OF MELBOURNE CENTRAL BASKETBALL ASSOCIATION**

**1. Photographs**

Refer to Melbourne Central Basketball Association Photography and Filming Policy

**2. Names**

No names will be posted without the express consent of the person who is identifiable or their Parent or Legal Guardian.

**3. Social Media Content**

Posts on Melbourne Central Basketball Association’s and Melbourne Tigers Basketball websites and Social Media Accounts including, but not limited to Facebook, Instagram and Twitter will contain:

- Statistics – (Games won, scores, etc)
- General comments about games witnessed by our social media account handlers
- Nothing of a negative nature. All posts will show all MCBA competitions and programs, VJBL, Big V, NBL 1 and the sport itself in a good light.
- Advisory content about upcoming events
- Sponsorship advertisements
- Updates of a historic nature to assist with building the MCBA brand
- Noting that MCBA manage the Melbourne Tigers Program and control the Facebook, Instagram and tigersbasketball.com.au content only relating to Melbourne Tigers. Any other social media or Melbourne Tigers websites are not managed by MCBA.

<b>APPROVAL / VERSION CONTROL</b>	
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