



POLICY MEMO

Approved date : 27 November 2015

Approved by : National Executive Council meeting

To : NEC members, NGC, Sport and Recreation SA, SASCOG, officials, volunteers, individual members, independent service providers and/or temporary staff who provide services to Basketball SA and its affiliates, the public.

Affective from : 27 November 2015

Subject : BASKETBALL SA SOCIAL MEDIA POLICY

1. PURPOSE

- 1.1. The purpose of this policy is to provide guidelines to ensure responsible social media engagement by Basketball SA Members, Affiliates, Officials, Employees, Volunteers and any Individual Member in both a professional and personal capacity when such affiliation to Basketball SA is identified, known or presumed.
- 1.2. This policy also aims to provide guidelines to protect Basketball SA, its Members, Officials, Employees, Volunteers and Individual Members against any violations of laws or regulations through social media platforms, and to prohibit the sharing of information that is confidential and proprietary to Basketball SA and its Members.

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AND





2. ACKNOWLEDGEMENT

- 2.1. Basketball SA acknowledges that emerging online communication is changing the way individuals and organisations communicate, and that social media platforms form a great part of people's lives.
- 2.2. Basketball SA thus encourages ethical and responsible engagement on all social media platforms.

3. SCOPE

- 3.1. This policy covers the participation in all social media platforms including, but not limited to, blogs, wikis, video and photo sharing including YouTube, Flickr, and Instagram as well as online social networks such as Facebook, Twitter, LinkedIn, Google+ and My Space as well as any social media platforms developed in the future.

4. TO WHOM DOES THIS POLICY APPLY

- 4.1. This policy applies to all Employees who are employed by Basketball SA and its Members.
- 4.2. Members, Officials, Volunteers, Individual Members, independent service providers and/or temporary staff who provide services to Basketball SA and its affiliates are also bound by this policy in cases where the exchange or dissemination of information through social media has a direct bearing on Basketball SA and its Members.

5. GUIDELINES WHEN ENGAGING IN SOCIAL MEDIA

- 5.1. Basketball SA respects the rights of all individuals to freedom of expression. Similarly, Basketball SA has an obligation to protect its image and proprietary information and that of its Members.
- 5.2. Basketball SA and its Members may be held vicariously liable for information, comments and submissions that are shared or made by individuals associated with Basketball SA and its Members on social media platforms. As such, Basketball SA expects individuals associated with Basketball SA to exercise personal responsibility when they engage on social media.
- 5.3. The following guiding principles should apply to all individuals associated with Basketball SA and its Members when engaging in social media:

- 5.3.1. Responsibility and/or accountability: Individuals associated with Basketball SA and its Members have a responsibility to avoid establishing online relationships and/or interests that could

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adversely influence or impair their capacity to act with integrity and objectivity in relation to Basketball SA and its Members. In addition, individuals associated with Basketball SA and its Members should not engage in any social media activities that may bring Basketball SA or its Members into disrepute, and will be held accountable for any such behaviour.

5.3.2. Transparency: In all social media engagements, Basketball SA and its Members will not condone any manipulation or false representation of any information related to Basketball SA and its Members that individuals provide to other social media users or associates of Basketball SA.

5.3.3. Respect and honesty: Third parties must always be treated with dignity and respect. Individuals must be courteous and helpful, fair and open, and must observe a high standard of ethics when engaging in social media. Furthermore, individuals must show respect for all persons and avoid discriminatory behaviour and victimisation of other social media users, whether due to gender, race, class, creed, colour, sexual orientation, marital or family status, age, nationality, political belief, religion or disability.

5.3.4. Confidentiality: When posting any communication on social media platforms, individuals should take account of the confidentiality obligations towards Basketball SA and its Members. In this regard, individuals shall not disclose:

- 5.3.4.1. any information that is confidential or proprietary to Basketball SA and its Members,
- 5.3.4.2. information relating to Basketball SA or its Members' sponsors, service providers, suppliers or other associates; and
- 5.3.4.3. information relating to Officials and Employees of Basketball SA and its Members without their express permission.

6. PARTICIPATING ON SOCIAL MEDIA ON BEHALF OF BASKETBALL SA AND ITS MEMBERS

6.1. Only individuals who are authorised by Basketball SA and its Members may engage in social media on behalf of Basketball SA and its Members.

6.2. Only authorised individuals may comment on any aspect of Basketball SA or/and its Members' business or and/or policies. When making such comment, the individual must identify himself/herself as commenting on behalf of Basketball SA or its Members.

6.3. An authorised individual who engages on social media on behalf of Basketball SA and/or its Members must ensure that he/she is familiar with Basketball SA and its Members' views on specific issues and should not express views that are outside those set out by Basketball SA and/or its Members.

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- 6.4. Basketball SA shall take appropriate action against any authorised individual who makes comments or submissions that are not authorised by Basketball SA or its Members.
 - 6.5. Authorised individuals must use appropriate language in their communication with third parties, including other social media users.
 - 6.6. When using social media platforms on behalf of Basketball SA and/or its Members , authorised individuals shall not:
 - 6.6.1. post any illegal, unethical and/or disrespectful content;
 - 6.6.2. engage in online communication or social media activities which could bring Basketball SA and/or its Members into disrepute;
 - 6.6.3. disclose personal details of individuals;
 - 6.6.4. disclose any confidential information; and
 - 6.6.5. provide any information that is inaccurate and unapproved.

7. PARTICIPATING ON SOCIAL MEDIA IN A PERSONAL CAPACITY

- 7.1. Individuals shall not use Basketball SA and/or its Members' names or logos in their personal profiles.
- 7.2. Individuals shall not communicate any information pertaining to Basketball SA and/or its Members, when engaging in social media in their personal capacity.
- 7.3. Only authorised individuals can use social media platforms to speak on behalf of Basketball SA and/or its Members in an official capacity. Unless otherwise authorised by Basketball SA and/or its Members to do so, an individual shall not speak on behalf of Basketball SA and/or its Members and shall not represent himself/herself as a representative of Basketball SA and/or its Members.
- 7.4. Individuals are legally responsible for their postings, communications and/or submissions if not authorised specifically by Basketball SA and/or its Members, and may be held liable if their posts are found to be defamatory, libelous or in violation of any law. Individuals may also be held liable if they post any material belonging to Basketball SA, its Members or associated third parties that is of a confidential nature or is subject to copyright including, but not limited to, music, videos and text.

8. FAILURE TO COMPLY WITH THIS POLICY

- 8.1. Failure to comply with this policy may result in disciplinary action being taken by Basketball SA against the relevant individual/Member or entity.

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