



Social Media and Communications Policy

August 2011

Our Commitment

Using the internet and electronic communication is essential for communicating with clubs and members. We are committed to communication being appropriate and related to relevant business.

What We Will Do

When using technology we will ensure that members' privacy is protected, clear boundaries are maintained and bullying and harassment does not occur.

Website

- Information on competitions, social events, committees, policies, constitution, rules and by-laws will be placed on our website.
- No offensive content or photos will be uploaded to our website, especially about social activities and events.
- YouTube video postings will feature positive team performances only.
- A web master will be appointed to provide accountability and control over what goes onto our website and Facebook page.

SMS and Emails

- May be used to communicate business and sanctioned events, however;
 - Text communication should be short and about relevant matters
 - Email communication will be used when more information is required
 - Communication about children is through parents

Facebook / Twitter

- Will be used to provide information only. No member discussions or comments will be allowed.
- Personal information about members will not be disclosed.
- No statements will be made that are misleading, false or likely to injure the reputation of another person.

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- No statements will be made that might bring our sport into disrepute.

What We Ask Members to Do

("Member" means any Club, Official, Coach or Individual)

All members are expected to use the internet and electronic communication appropriately, so think about what you want to say before you write it.

Remember, an Email, Facebook or Twitter (and any other form of electronic written media) is a written record of your thoughts on a matter and can be used against you later.

Communication (including photos and video):

- Must not offend, intimidate, humiliate or bully any member/clubs/association
- Must not be misleading, false or injure the reputation of members/clubs/association
- Should seek to protect the privacy of members
- Must not bring the sport, member, club or association into disrepute
- Clubs should restrict electronic communication to club matters only

Coaches and others working with children under 18 will direct electronic communication through parents or guardians.

Non-Compliance

Any member or club found to have sent inappropriate electronic communication, uploaded inappropriate website content or engaged in blogs or discussions that harass, offend, intimidate or humiliate another member or club, may face disciplinary action as outlined in our member protection or other welfare policy or covered by our code of conduct.

Cyber bullying (eg, bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or web pages) under certain circumstances is a criminal offence that can be reported by victims to the police. The Association, Member or Club can also initiate separate action where there has been a breach of our Member Protection, Privacy or other policies that provide for the protection, safety and welfare of members.

Members publishing false or misleading comments about another person in the public domain (eg Facebook or websites) may be liable for defamation.

BMX Sports Western Australia Inc
Speeddome Eddie Barron Drive Midvale WA 6056 | PO Box 1816 Midland WA 6936
P: 08 9274 1556 | E: bmj@bmjsportswa.com.au | W: www.bmj sportswa.com.au