



Bowls Queensland Social Media Policy

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Bowls Queensland recognises the value of online Social Media tools for connecting with members, staff, volunteers, sponsors and stakeholders.

Our web presence should project a positive image that is reflective of our overall brand and is consistent with our mission. However, in order to ensure we maintain a values-oriented, positive, professional image, and to protect the safety and privacy of our members and staff, all Bowls Queensland Representatives must abide by the expectations set out in this policy when using Social Media for work or personal purposes.

Bowls Queensland recognises that Social Media differs quite significantly from more traditional media in many aspects, including differences in quality, accessibility, reach, immediacy and permanency. This policy has been established to maintain the integrity of our brand with respect to communication frequency, strategy, message and appearance. Failure to follow the guidelines may result in disciplinary action, up to and including dismissal from your position.

This policy will not be applied or construed in a manner that violates or improperly interferes with employee rights.

Scope

This policy applies to all Bowls Queensland Representatives including all employees and contractors of Bowls Queensland in relation to their conduct in Social Media and on Social Networking Forums.

This policy applies in the performance of duties such as:

- maintaining a profile page for Bowls Queensland on any social or business networking site;
- making comments on networking sites for and on behalf of Bowls Queensland;
- writing, contributing to or commenting on a blog, any public or private web-based forum, message board or other internet sites for and on behalf of Bowls Queensland.

This policy also applies to all Bowls Queensland Representatives who:

- have an active profile on a Social Networking Forum;
- write or maintain a personal or business blog; or
- post comments on any public or private web-based forum, message board or other internet sites.

This policy applies:

- in the workplace which includes situations where you are using Bowls Queensland's computer systems (including Blackberries, iPhones, laptops and iPads) to work remotely (including outside normal business hours);
- during any work-related functions or events; and
- outside work, where your conduct may impact in any way on Bowls Queensland, Bowls Queensland Representatives and Bowls Queensland clients and suppliers.

This policy applies:

- when you are participating in Social Media or on a Social Networking Forum in a professional or personal capacity, both inside and outside of your working hours and there is an association to Bowls Queensland; and

- whether or not you are using any information technology resources of Bowls Queensland.

If you already have a professional or personal blog, website or Social Media account, all ongoing use must conform to this policy.

This policy does not apply to your private use of social media, PROVIDING THAT:

- **you are not** using any information technology resources of Bowls Queensland; and
- **you are not** referring to Bowls Queensland or any Bowls Queensland Representative (directly or indirectly); and
- **your activities do not in any way** associate with Bowls Queensland or reflect on Bowls Queensland;
- **your activities do not in any way** damage or prejudice the confidential information, commercial interests, reputation or credibility of Bowls Queensland, Bowls Queensland Representatives and Bowls Queensland clients and suppliers.

Please note – if you are linked to Bowls Queensland when you are using Social Media (for example, through a profile on Facebook or LinkedIn) your comments may be considered to be associated with Bowls Queensland. As a result, you are expected and required to follow this policy.

Definitions

In this policy:

Social Media means the interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. Social media may incorporate highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content.

Social Networking Forums means a forum for a social network (such as Facebook) where people communicate through social media. A social network traditionally consists of a group of individuals or organisations which are connected by common associations.

Bowls Queensland's Social Media Guidelines

Bowls Queensland requires all Bowls Queensland Representatives to responsibly participate in Social Media and Social Networking Forums in accordance with this policy. These requirements are in place to help reduce risks and protect the privacy, confidentiality and other rights of Bowls Queensland, Bowls Queensland Representatives, our clients and our suppliers.

Using Social Media for work purposes - your obligations and responsibilities

Official social media and networking sites (Facebook, Twitter, YouTube,) for Bowls Queensland will provide relevant and current information. The Communication and Media Officer will monitor all official Bowls Queensland social media sites/pages for content on a regular and consistent basis. The Communications and Media Officer will be the Administrator of all such sites/pages. The communications and media officer and development department maintains Bowls Queensland's Facebook fan page and Twitter account. In addition to Association-wide updates, the site can be used to promote events and provide updates.

Bowls Queensland social media pages will be created and maintained by the Communication and Media Officer.

You must not use or engage in Social Media as a representative of or on behalf of Bowls Queensland unless you first obtain express written approval from Bowls Queensland.

If any Bowls Queensland Representative is directed to contribute to or participate in any form of Social Media related work, the Bowls Queensland Representative must act

professionally in the best interests of Bowls Queensland at all time. If you participate in any form of Social Media related work:-

- you must not (without prior written consent) discuss or disclose any confidential information of Bowls Queensland;
- you must not (without prior written consent) discuss or disclose any confidential information relating to Bowls Queensland's clients or suppliers;
- you must not (without prior written consent) discuss or disclose Bowls Queensland's current, past or potential clients or suppliers ;
- you must not post negative or derogatory comments about Bowls Queensland or any Bowls Queensland Representative;
- you must not post negative or derogatory comments about any client or supplier of Bowls Queensland;
- you must not discuss or disclose any material or information that violates (or may violate) the privacy rights of another party;
- you must not upload any photographs or clips that contain images of the workplace, Employer' logos or of other employees, without the prior written consent of the Employer and each employee shown in the photograph or clip;
- you must not post any comment or any material that does, or is designed to, in any way intimidate, threaten, harass, undermine or humiliate any person or entity (including, but not limited to any Bowls Queensland Representative, client or supplier);
- you must not post comments, jokes or photographs of any other person or entity that could, or may, intimidate, threaten, harass, undermine or humiliate any person or entity;
- you must not breach your contract of employment or any policies of Bowls Queensland;
- you must not breach any law (for example, you must not send, receive or download material that is discriminatory or that forms part of a pattern of behaviour that may constitute bullying);
- you must not post or link t o any offensive, pornographic, discriminatory or harassing information or material (such as intimidating, hostile or offensive material on the basis of gender, race, religion, national origin, sexual orientation or disability), even by way of example or illustration;
- you must not (without prior written consent) use Bowls Queensland's brand to endorse or promote any product, opinion, cause or political candidate;
- you must not forward, download or otherwise copy any software, music, literary works, art, graphics or other content in contravention of copyright laws;
- you must not engage in any conduct that is fraudulent, misleading or deceptive. Examples of this might include assuming another person's identity or providing recommendations, references or endorsements, or making other statements that are

false or exaggerated (for example, exchanging embellished (or false) references on LinkedIn for mutual benefit);

- you must conform with all reasonable guidelines, directions and policies of Bowls Queensland;
- you must comply with and obey all applicable laws including, without limitation, laws relating to defamation, privacy, confidentiality, fraud, misleading or deceptive conduct, spam, copyright, discrimination, harassment, stalking and cybercrimes;
- you are personally responsible for the content you publish or republish, whether on your own social media site or when you comment on another social media site. Be mindful that any content you post might be amended or republished without your prior approval, and others may not have the same context as you;
- you must remember that any work related articles, comments or opinion pieces that are to be published online are subject to the same authorisation rules as hard-copy publications and you must obtain the appropriate authorisation from Bowls Queensland before publishing such material; and
- you must immediately contact your supervisor and report any negative, inappropriate or offensive material that you see about Bowls Queensland.

Using Social Media for personal purposes

Many Bowls Queensland staff maintains individual pages on Social Media sites to connect with their friends and family.

Bowls Queensland Representatives are not permitted to use Social Media during work hours, unless expressly authorised to do so by Bowls Queensland.

Bowls Queensland Representative are not permitted to use Social Media at any time when using Bowls Queensland's computer systems (including Blackberries, iPhones, laptops and iPads), unless expressly authorised to do so by Bowls Queensland.

Bowls Queensland acknowledges that Bowls Queensland Representatives have the right to use their personal computers and technological equipment – in their personal time and at their personal cost – to contribute content to public communications through Social Media and on Social Networking Forums that are not operated by Bowls Queensland. However, if you are linked to Bowls Queensland through Social Media (for example, through a profile on Facebook or LinkedIn, etc) your comments will be considered to have an association with Bowls Queensland and you will be bound to comply with this policy. As a result, any comments you make may damage or prejudice the confidential information, commercial interests, reputation or credibility of Bowls Queensland or Bowls Queensland Representatives.

If you identify yourself as an employee of Bowls Queensland that constitutes an association with Bowls Queensland and you will be bound to comply with this policy.

If you post any content (such as text, pictures, logos, and images) regarding Bowls Queensland that constitutes an association with Bowls Queensland and you will be bound to comply with this policy.

You are personally responsible for the content that you publish through Social Media sites. If you fail to comply with this policy you will be subjected to disciplinary action which may include termination of employment. For example, if you publish commentary, content or images that are defamatory, pornographic, proprietary, harassing, discriminatory or that may create a hostile work environment you should expect to be subject to disciplinary action.

Examples of inappropriate content include:

- ❖ References / photos of alcohol or illicit substances
- ❖ Photos with revealing clothing
- ❖ Disclosure of confidential information related to past, present or future employees, volunteers, members, participants, or other persons conducting business with Bowls Queensland
- ❖ Posting disparaging, discriminatory, harassing, or defamatory information about past, present or future employees, volunteers, members, participants, guests or other persons conducting business with Bowls Queensland.

All Bowls Queensland Representatives must refrain from posting, sending, forwarding or using any inappropriate information or material in any form of Social Media including but not limited to material which:

- is intended to (or could possibly) cause insult or offence to, or intimidation or humiliation of Bowls Queensland or any Bowls Queensland Representative, clients or suppliers;
- is defamatory of or could adversely affect the image, reputation, viability or profitability of Bowls Queensland or any Bowls Queensland Representative, clients or suppliers; or
- contains any form of Confidential Information relating to Bowls Queensland or any Bowls Queensland Representative, clients or suppliers.

Guidelines when using Social Media

It is important to remember the following rules/guidelines when you are using a Social Media or a Social Networking Forum;

- ***Be responsible.*** What you share, publish, post or disclose online is your responsibility. Remember that what you publish will be public for a long time. You must take care to protect your own reputation and the reputation of Bowls Queensland and Bowls Queensland Representatives.
- ***Be fair.*** Never use Bowls Queensland's logos or trade marks, or quote any Bowls Queensland Representative without express prior written permission from Bowls Queensland.
- ***Consider whether to contribute.*** Think twice before you post a comment. If you're uncertain about something, don't publish it. Don't comment on product or customer complaint blogs.
- ***Be honest.*** Lies quickly catch up with you, especially on the internet because information can be verified immediately.
- ***Maintain confidentiality.*** Disclose only publicly available information. You're not allowed to share confidential information you learn as part of your job.
- ***Speak for yourself.*** Avoid identifying and discussing others unless you have their permission. Comply with Bowls Queensland Privacy Policy.
- ***Be polite.*** Express your opinions in a clear and logical way. Don't pick fights. Be prepared to admit and correct your mistakes.
- ***Respect the law.*** Don't publish slanderous, inappropriate, discriminatory, pornographic or illegal content. Comply with copyright and financial disclosure laws.

- **Work matters.** Personal Social Media use is not allowed during work hours or on work computer systems without prior written consent.
- **Photography, video and audio.** Don't publish online any photos, video footage or audio recordings taken within Bowls Queensland without prior written consent.
- **Don't use Facebook to vent any issues or problems,** Please speak to your manager.

Failure to comply with Bowls Queensland Social Media policy may result in disciplinary action being taken against you, which may include termination of employment / termination of services for serious or persistent conduct.

Friending Members and Volunteers

- Sometimes, members may ask Bowls Queensland Representatives to become their "friend" on social media sites. This is allowed, but employees must remember they are representing Bowls Queensland at all times and that the Guidelines in this policy apply to these online relationships.
- It is not recommended that Bowls Queensland Representatives "friend" any member under the age of 18 on any social media site, except on official Bowls Queensland approved sites.

Working with teens online

Because of the nature of their jobs, several Bowls Queensland Representatives work closely with teen groups and need to communicate with them and their parents online. These representatives must inform the CEO prior to making contact via social media sites.

Posting photos and videos of Bowls Queensland activities online

- If you wish to share a photo or video online on an official Bowls Queensland social media site/page, you must obtain prior written approval from Bowls Queensland. Please contact the Communications and Social Media Officer to determine the best to seek consent and to determine the most appropriate way to share the material. .
- All photos and videos that include members and children cannot be posted unless the member or child's parent/ guardian has signed a specific photo release.

Consequences of Breach of Policy

All Bowls Queensland Representatives must comply with this policy. Any breach of this policy will be treated as a serious matter and may result in disciplinary action being taken against you, which may include termination of employment / termination of services for serious or persistent conduct.

If you break the law, you may also be personally liable.

Bowls Queensland may seek to recover any costs or damages incurred by the breach of this policy. You should also note that Bowls Queensland will not be liable for the negligent, wrongful or improper acts of an employee in circumstances where the employee has acted outside the scope of their employment and was not acting as a result of any express or implied direction of the employer.

Workplace surveillance

For legal and risk management reasons, it is necessary for Bowls Queensland to monitor the use of the internet, email and other information, communication and technological systems including your use of Social Media and Social Networking Forums (**Computer Surveillance**).

All internet, email and computer facilities at the workplace, or provided by Bowls Queensland (including but not limited to personal communication devices that can access the internet) or which are used at Bowls Queensland's expense may be subject to Computer Surveillance.

Computer Surveillance is continuous and ongoing.

How the Computer Surveillance may be conducted

The Computer Surveillance methods used by Bowls Queensland may vary from time to time, but may include the following, or a combination of the following:

- (a) monitoring and reading emails sent, received and stored on the computer network (including deleted emails);
- (b) monitoring and examining individual connections and communications;
- (c) recovering or seeking to recover deleted emails, files or logs of internet website visits;
- (d) monitoring websites you have accessed (which may include time spent on the internet, sites visited, and any files or other material downloaded);
- (e) logging individual keystrokes;
- (f) monitoring of network traffic patterns through the use of an "Intrusion Detection System" (IDS), in order to identify unusual usage (such as attempted "hacking" into Employer' systems, or the use of unauthorised software applications). Where these systems identify unusual or unauthorised traffic, further investigation of the usage will be carried out if warranted; and
- (g) automated scanning of a user's files to identify viruses or other malicious codes. Such scanning will occur using anti-virus software installed on the user's workstation and may provide information technology personnel with information on any identified viruses and the file(s) containing these viruses, to support the removal or quarantine of these files.

Emails may be blocked if they or any attachment are believed to be spam, contain a virus, may damage or interfere with Bowls Queensland's computers or network resources or contain material which is menacing, harassing or offensive.

If Bowls Queensland becomes aware, or has reason to believe, that your use of the internet, email or other computer facilities is contrary to or otherwise in breach of this policy, your contract of employment, or the law, Bowls Queensland may institute further or more detailed surveillance or a more regular review of your activities. This may lead to disciplinary action being taken against you, including where appropriate, the termination of your employment.

You consent to the full and uninhibited use of Computer Surveillance by Bowls Queensland.

Use of Computer Surveillance records

Computer Surveillance records may be retained by Bowls Queensland for an indefinite period and audited at any time. Bowls Queensland may use and disclose Computer Surveillance records where that use or disclosure is:

- (a) for a purpose related to your employment or Bowls Queensland's business activities and functions, including performance management, discipline, or workplace investigations;
- (b) to a law enforcement agency in connection with a suspected offence;
- (c) in connection with legal proceedings;
- (d) reasonably believed to be necessary to avert an imminent threat of serious violence or substantial damage to property; or
- (e) for any other work-related purpose.

All Computer Surveillance records will be stored on a designated network server. Authority to access this data is restricted to persons authorised by Bowls Queensland.

This policy

This policy is binding on you and you must comply with this policy. However, this policy does not form part of any contract between you and Bowls Queensland. Any reference to an obligation or requirement of Bowls Queensland in this policy is not intended to give rise to contractual obligations binding on Bowls Queensland.

If you breach any provision of this policy, you may be subject to disciplinary action, including termination of employment. Bowls Queensland considers that breaches of this policy relating to discrimination, harassment or bullying are particularly serious and may terminate your employment for breaches of this nature.

The world of Social Media is changing rapidly. If in doubt about how this Social Media Policy applies to new Social Media sites, please contact CEO. Bowls Queensland reserves the right to modify this policy at any time.

BQ Representative (print name)

Signature

Dated

Witness by:

Board President / CEO (print name)

Signature

Dated