

Mandurah Basketball Association Communication Policy



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| POLICY DOCUMENT: | Communications policy |
| POLICY VERSION: | 1 |
| DATE APPROVED: | Nov 2018 |
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| NEXT REVIEW DATE: | June 2022 |
| APPLIES TO THE FOLLOWING PORTFOLIOS: | Whole of MBA |
| Other Relevant/Supporting Documents | See Below for list |

This policy applies to all members, persons appointed or elected to Board or committees, employees, visitors and volunteers of the Mandurah Basketball Association.

Our Commitment

Using internet and electronic communications is essential for communicating with our members and the public. MBA is committed to communication being safe, timely, appropriate, and relevant to club business.

Dictionary of terms

This Dictionary sets out the meaning of words used in this Policy only, without limiting the ordinary and natural meaning of the words.

Abusive: Harassment that can include physical threats or emotional threats, humiliation, insults, and an abuse of power.

Board: Refers to the current Board of Directors of the Mandurah Basketball Association.

Children: Persons under the age of 18 years.

Club: Mandurah Basketball Association or Mandurah Magic.

Cyberbullying: The use of electronic communication to intimidate, threaten or psychologically harass a person.

Discriminatory: Treating or proposing to treat someone less favourably because of a characteristic.

MBA: Mandurah Basketball Association.

Member: Any player member, parent member, non-playing member as defined within *Section 7 of the Mandurah Magic Constitution, September 2018.*

What we will do

We use a range of internet and electronic tools to communicate with our members and the public. This includes, but is not limited to:

- Social media platforms, such as Facebook and Instagram
- The MBA official website
- Sports TG
- Events and booking websites, such as Try Booking
- Email
- SMS

When using technology for communication, MBA will ensure that all players, coaches, officials, Board, employees, volunteers, and committee personnel's privacy is protected, clear boundaries are maintained, and cyberbullying and harassment does not occur.

MBA will appoint a website Administrator(s) who provides accountability and control over material published on our club's website and related discussion groups or social media platform accounts.

Approval is required to set up or administer accounts that in any manner use the name Mandurah Magic, or Mandurah Basketball Association, our logo or likeness. All approvals will be subject to an MBA staff member and/or one MBA Board member being listed as an Administrator, with full access to the account.

MBA will remove staff, Board, committee members or others listed as Administrators on technology platforms upon their resignation or cessation of duties (paid or voluntary).

The MBA Staff and/or MBA Board and/or relevant committees will be responsible for the day to day upkeep of MBA's social media accounts. They may remove any content that does not reflect our mission, vision, or values, that which is illegal, discriminatory or they view requires moderation.

Any accounts set up as 'team chat' private accounts must not use the name Mandurah Magic or Mandurah Basketball Association, or our logo or likeness without following the above approvals and parameters.

MBA recognises that our Branding is important, as it defines whom we are. As such use of our logo on any social media platforms or communication channels must adhere to our *Branding and Marketing guidelines*.

Website, SMS, Emails, Social Media Platforms

Information on current competitions, social events, committees, policies, constitution, rules, and by-laws will be placed on the MBA website.

Information on current competitions, social events, committees, policies, constitution, rules, and by-laws may be communicated via SMS, Emails or on MBA Social Media Platforms.

- Must not contain material which is, or has the potential to be, offensive, aggressive, defamatory, threatening, discriminatory, obscene, profane, harassing, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate. (*Basketball Australia, Member Protection Policy, eff: 18 June 2018*)
- SMS communication should be short and relevant
- Must not contain information that is misleading, false, or fraudulent and likely to injure the reputation of another person and/or MBA
- Should promote the sport in a positive way
- Communication involving or pertaining to children be directed through their parent/guardian
- Permission be sought by MBA prior to publishing photos of minors (if parental consent not previously obtained)
- Social Media Platform postings or blogs be considered public comment
- Publishments be family-friendly

- MBA will seek and welcome feedback from members to improve the information available on our technology platforms

What we ask our members to do

All members are expected to use the technology platforms and electronic communication appropriately. Remember, any 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 videos):

- Must not offend, intimidate, humiliate, or cyberbully any member and/or MBA
- Must not be misleading, false, fraudulent and injure the reputation of members and/or MBA
- Should seek to protect the privacy of members
- Must not bring the sport, member, club, or league into disrepute
- Should be relevant to club matters

Coaches and others who work with children and young people must direct electronic communication through the child's parents.

Non-Compliance

Any member found to have sent inappropriate electronic communication, uploaded inappropriate website content or engaged in blogs or discussions that breach the requirements of this Policy may face disciplinary action as outlined in the *Basketball WA Member Protection Policy* and/or relevant *MBA Policies and Procedures*.

Cyberbullying can be a criminal offence and can be reported by victims to the police. Members publishing false, fraudulent, or misleading comments about another person in the public domain may be liable for defamation.

MBA can initiate separate disciplinary action. This may result in suspension or expulsion of membership.

If you feel that a breach of this Policy has resulted in you being harassed, bullied, or discriminated against, you may report the complaint to the MBA, as per the *Basketball Australia, Member Protection Policy*.

Related policies, procedures, forms and other resources

Mandurah Magic, Constitution, September 2018

Basketball Australia, Member Protection Policy, (eff.) 18 June 2018

Mandurah Basketball Association, Complaints Policy and Procedure, DATE

Mandurah Basketball Association, Branding and Marketing Guidelines, DATE

Mandurah Basketball Association, Player Code of Conduct, DATE

Mandurah Basketball Association, Parent/Spectator Code of Conduct, DATE

Mandurah Basketball Association, Coach/Officials Code of Conduct, DATE