**BENDIGO ACADEMY OF SPORT**

**Social Media**

**Rationale:**

The Bendigo Academy of Sport understands that social media has increasing prevalence among their athletes and that social media can be used for developing relationships both privately and professionally.

The Bendigo Academy of Sport acknowledges that social media offers the opportunity for people to gather in online communities of shared interest and creates, share or consume content.

However, Social media can have harmful effects if used incorrectly or in a negative way.

**Aims:**

1. To encourage appropriate use of language and content whilst using social media.
2. To use social media in a positive and effective way.
3. To eliminate negative use of social media.

**Guiding Principles:**

Social media is not anonymous. BAS athletes, volunteers and staff should assume that everything they write can be traced back to them. Honesty is always the best policy, especially online. It is important that BAS members think of the web as a permanent record of online actions and opinions. BAS considers all athletes of BAS are its representatives.

**Usage**

For BAS athletes and staff using social media, such use:

1. Must not contain, or link to, libelous, defamatory or harassing content.
2. Must not comment on, or publish, information that is confidential or in any way sensitive to BAS its affiliates, partners or sponsors; and
3. Must not bring BAS into disrepute.

**Official social pages and online forums**

* When requesting the creation of a new website, social networking page or forum for staff/club member use it must requested in writing to the Executive Officer.
* the executive officer must give written consent to create the page or forum.
* BAS will keep a record of such permissions.
* All social media sites created are the property of the BAS and the Executive Officer has the right to shut them down if breeches are incurred.

For official BAS blogs, social pages and online forums:

1. Posts must not contain, nor link to, pornographic or indecent content;
2. Some hosted sites may sell the right to advertise on their sites through ‘pop up’ content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the ‘pop up’ content cannot be controlled;
3. BAS employees must not use BAS online pages to promote personal projects.

**Implementation:**

* All athletes will undertake a social media presentation conducted by an appropriate consultant as part of their athlete education program.

When using social media, coaches and players are expected to:

* Conduct themselves professionally on all kinds of social media which includes opinions and uploading photos.
* Uphold the values of the Bendigo Academy of Sport.
* Comply with relevant laws and regulations.
* Use appropriate language.
* Post content that is appropriate and acceptable.

The following is not permitted under any circumstances.

* Abusive, profane or sexual language.
* Statements and opinions which may be considered to be bullying or harassment.
* Statements or material that discriminates the academy in any way, which includes members of the academy such as; Athletes, Coaches and Board Members.
* Posting links to material that contains harassing, racial and sexual content.

This policy was ratified by the Board of the Bendigo Academy of Sport in August 2015