



## ADELAIDE BOWLING CLUB

### SOCIAL MEDIA POLICY – *for all Members and Employees*

Adelaide Bowling Club recognizes the role social media plays in modern communication. As such, we respect the right of employees and members to use social networks for self-publishing and self-expression while adhering to our membership rules and guidelines.

As a not-for-profit lawn bowling club member or employee, your commentary is not only a direct reflection of you personally but also our brand. Commentary that is considered defamatory, obscene, proprietary, or libelous by any offended party could subject you to personal liability and/or damage our bowling club's reputation. Once it is on the Internet, it is there forever.

- We do not distinguish between “personal time” and “work hours” usage, or personal devices and organization-provided equipment. When discussing bowling or club matters you are always a representative of the Adelaide Bowling Club regardless of how or when you are posting on social media.
- Engaging with and sharing content posted by our bowling club is encouraged and appreciated.
- Engaging personally with our bowling club stakeholders (donors, volunteers, board members, sponsors, vendors, etc.) is encouraged and appreciated.
- For our employees, representing yourself as an Adelaide Bowling Club employee, up to and including the use of our logos and branding on your personal profiles is encouraged.
- The use of social media during “work hours” is left to the discretion of the Venue Manager. Any social media usage that distracts from work responsibilities will not be tolerated.
- Have a problem at the Club? Work it out in person. Airing your personal grievances on social media rarely leads to positive outcomes.
- Harassing, threatening, discriminating against, or disparaging any individuals, our Club, Bowls SA and associated committees or the wider bowls community through social media will not be tolerated.
- Sharing any organization-privileged information, including copyrighted information or organization-issued documents, through social media will not be tolerated.
- Sharing photographs on private social media pages of other members, clients, vendors, suppliers without their permission is prohibited.
- You are to contact the Venue Manager immediately if contacted by the media or press about any post that relates to our Club business.

Violation of these guidelines will be dealt with under the Club's Constitution, Rules and Bylaws and may result in disciplinary action, up to and including termination of employment or withdrawal of membership. Where necessary, the Club will advise appropriate law enforcement of any violations of Commonwealth or State laws and regulations.

If you become aware of any violations of this policy you should report the violation to the Club President or the Venue Manager as soon as possible.

Nothing in this policy is intended to create a contract of employment or for the provision of any benefit, and this policy does not in any way alter the membership, and where appropriate, the employment law responsibilities of every member or employee of the Adelaide Bowling Club.