



COMMUNICATIONS & SOCIAL MEDIA POLICY

The purpose of this document is to outline acceptable online behaviour where communications involve Manawatu Badminton Association (MBA) staff, players, volunteers, coaches, parents and spectators or anyone else connected to MBA activities.

Policy Statement

This policy sets out a framework for acceptable online behaviour where communications involve MBA staff, Board, players, volunteers, coaches, officials, parents, spectators, sponsors and any other person who chooses to engage with MBA activities on social media or online presence. The policy applies where reference is made to the MBA, staff, Board, players, volunteers, coaches, officials, parents etc, even if made on your personal pages. The policy is not designed to restrict fair comment and criticism, but to ensure fair play and reasonable conduct when making those comments and criticisms.

Policy Objectives

1. Purpose

Online social networking and the sharing of information through other electronic media platforms is an important part of everyday life. This importance of this within all sport is recognised and contributes toward shaping public perception about our sport, its players and the MBA. This policy has been developed to serve the best interests of all those who participate or interact with MBA activities online or through electronic communications. The MBA is committed to supporting your right to interact knowledgeably and fairly through electronic communication, blogging, wikis and social media.

It is important that the reputations of the MBA, staff, Board, players, volunteers, coaches, officials, parents and those involved in MBA activities are not tarnished by anyone using electronic communications or social media tools inappropriately, particularly in relation to content that refers to the MBA. When someone clearly identifies their association to the MBA and/or discusses their involvement, they are expected to behave and express themselves appropriately, and in ways that are consistent with the MBA Code of Conduct and abide by the guidelines contained within this policy.

This policy provides guidelines to assist respectful and knowledgeable interaction with people on social media and through electronic communications. It protects the privacy,

confidentiality and interests of current and potential MBA staff, Board, players, volunteers, coaches and officials, etc. Any one deemed to have behaved contrary to this policy will be subject to the breach procedure outlined in the MBA Code of Conduct.

This policy does not apply to the personal use of electronic communications and social media platforms by MBA staff, Board, players, volunteers, coaches, officials and parents, where the user is referring to issues other than badminton, or MBA related activities or personnel.

2. Scope

This policy applies to all MBA staff, Board, players, volunteers, coaches, officials, parents, spectators, sponsors and any other person who chooses to engage with MBA activities on social media or online presence.

This policy covers all forms of electronic communications and social media, including but not limited to:

- emails;
- SMS & calls;
- social or business networking platforms (e.g. LinkedIn, Facebook, Instagram, Skype, etc.);
- websites;
- micro-blogging platforms (e.g. Twitter, Snapchat, etc.);
- content-sharing platforms (e.g. Flickr and YouTube, etc.);
- weblogs (personal or corporate);
- online forum and discussion boards;
- online encyclopaedias (e.g. Wikipedia);
- review websites;
- online votes & polls.

The intent of this policy is to include anything posted online or communicated electronically where information is shared that might affect MBA staff, Board, players, volunteers, coaches, officials, parents, spectators, sponsors or badminton as an organisation and sport.

3. Guiding Principles

We recognise the importance of online conversations and respect everybody's right to freedom of speech. However, there are some basic principles of behaviour that we ask all employees to respect when conducting online communications:

- Published content distributed via the mass communication platforms (Facebook, Twitter, YouTube, etc.) should only be made by MBA staff or persons authorised on the platform accounts. Official activity will be published under the MBA brand and so routine checks of authorised persons on platforms should be conducted by MBA staff.

- Respond to queries in a timely manner. The quicker the response, the more likely the conversation will continue to build. Lack of communication and/or and out-of-date account with unanswered posts looks bad.
- If a person wishes to establish or participate in any other form of official MBA communication or social media (e.g. Facebook group, page or new Twitter account, etc.), this must be authorised by the General Manager in advance of acting.
- The content and opinions shared by through MBA communications and social media should be consistent with the values of the MBA organisation and the MBA Code of Conduct.
- When using social media as an individual, you should identify your views as your own and not those of the MBA.
- Nothing is private. Remember that publishing on a personal social media platform is as good as talking to the media. You cannot control what happens to your content once it is published, even if you modify or delete it.
- It is important that you do not communicate information or opinions that could be interpreted as an official opinion or statement on behalf of the MBA, unless you have prior permission from the General Manager.
- Maintain a high standard by:
 - Before posting any content check your facts are accurate, fair and credible.
 - Check spelling and grammar. It's best to craft a response in a Word document, then paste into the communication or social media platform.
 - If you make a mistake in a post, it's best to admit this by adding and 'Edit' to the original post. It is almost impossible to delete something from social media once it has been published.
- Be polite and professional at all times. Sitting behind a computer screen is no excuse for discourtesy. Also note that humour can be easily misinterpreted online.
- Respect privacy, copyright and other legal rights by never giving out personal details, confidential information or other content that you do not have permission to publish (e.g. budgets, internal documents, personal information, etc.).
- Please do not use the MBA logo or any other MBA trademarked images on personal communications or social media sites.
- Do not use the MBA name or brand to promote a produce, service, cause or opinion.
- Any and all communications with anybody under 18 years old should be conducted in accordance with the MBA Child Protection Policy.

4. Breaches of the Communication & Social Media Policy

Any breaches of this policy should be reported to the General Manager in the first instance. The General Manager will then follow the procedure outlined in the MBA Code of Conduct.

If the breach reported to the General Manager involves an adult and a child (under 18 years old), then the General Manager must follow the 'Complaints Procedure' set out in the MBA Child Protection Policy and complete an Incident Report Form (Appendix 2).

All policies and documents are available on the MBA website via the following link: <https://www.manawatubadminton.org.nz/policies/>