



SOCIAL MEDIA POLICY

Policy number	BH10
Responsible person	General Manager
Version	1.0
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1. INTRODUCTION

Social media offers individuals, groups and organisations the opportunity to interact in public or private online communities of shared interests to create, share and consume content.

Badminton Hobart (BH) recognises the value of social media as a beneficial tool and medium for us to engage, interact, communicate, learn and promote badminton in Hobart.

2. PURPOSE

When someone clearly identifies their association with BH and/or discusses their involvement in a BH, they are expected to behave and express themselves appropriately and in ways consistent with BH's stated values and policies.

As such, BH has developed this policy to protect, promote and educate about the use of social media in a safe and appropriate manner.

This policy prescribes prohibited conduct and provides some guidelines to follow when using social media.

3. DEFINITION

Social media means the collective term for websites and applications that enable users to create and share content or to participate in social networking. Social media tools enable communication, community-based input, interaction, content-sharing and collaboration in real-time. The types of websites, platforms and applications that are considered social media for the purposes of this Policy include, but are not limited to:

- social networks (eg: Facebook, Twitter, LinkedIn, WeChat, etc.)
- media sharing networks (eg: Instagram, TikTok, Snapchat, YouTube, Vimeo, Flickr etc.)
- instant messaging (eg: WhatsApp, Telegraph, Messenger, Instagram Direct Messenger)
- blogging and publishing networks (eg: WordPress, Tumblr, Medium) and Discussion forums (e.g. Reddit, Quora, Digg)
- podcasting platforms (eg: Apple Podcasts, Spotify, Stitcher)
- Gaming networks (eg: Discord, Twitch, Steam)
- Other interest-based networks

4. GUIDING PRINCIPLES

- assume everything you put online, in public or private, can be accessed and read by anyone and can never be deleted
- present and conduct yourself online as you would in person, via the telephone, in a meeting or any other public forum as aligned to the BH policies and values
- online activity should be aligned with BH's values
- be polite and respectful to everyone you interact with and presume 'positive intent' – where the tone or perspective might be unclear, avoid jumping to conclusions and replying reactively
- THINK – is what you post or share true, helpful, Inspiring, necessary and kind?
- due to the unique nature of sporting organisations, the boundaries between a someone's profession, volunteer time and social life can often be blurred. Therefore, people must clearly distinguish between what they do online in a professional and personal capacity and what they do, think or say in their capacity with BH.
- be transparent and honest - use your real name, be clear about who you are, and identify any affiliations you have
- be mindful of impact and reputation - anything you post, or share can impact the public image and reputation of BH and/or stakeholders
- online activity must not imply that you are authorised to speak on behalf of BH or unless you have been given official authorisation.

5. BRANDING & INTELLECTUAL PROPERTY

- Social media users must not use intellectual property, imagery or trademarks belonging to BH on any personal social media without prior approval, except where such use can be considered incidental.
- branding or intellectual property may include:
 - BH logos
 - BH associated slogans; or
 - images depicting BH stakeholders and/or equipment where they can be identified as being part of BH, except with the permission of those individuals and within other stated guidelines

6. PROHIBITED CONDUCT

Engaging in prohibited conduct under this policy when they post or share any content that:

- (a) is abusive, harassing, threatening, demeaning or defamatory
- (b) includes insulting, obscene, offensive, provocative or hateful language
- (c) is prohibited conduct under any policy of BH (this includes, without limitation, abuse, bullying, harassment, sexual misconduct, unlawful discrimination, victimisation or vilification)
- (d) is a breach of a BH policy
- (e) contains, or links to, pornographic or indecent content
- (f) is a breach of any state or Commonwealth law, such as those relating to defamation or anti-discrimination
- (g) infringes the intellectual property rights of others, including BH or other stakeholders' intellectual property
- (h) is confidential or in any way sensitive to BH
- (i) brings, or risks bringing BH into disrepute

7. REPORTING & COMPLAINTS

- allegations of Prohibited Conduct under this policy should be submitted to BH
- allegations of prohibited conduct under this policy will be managed in accordance with the [BH Complaints Policy](#)
- employees may also be subject to disciplinary action in accordance with their employment contract

8. RELATED DOCUMENTS

[Badminton Australia Member Protection Policy](#)