



Shellharbour City Basketball Association Inc

Social Media Policy

All Members - Representative & Domestic Competitions

Version 2.0 | May 2026

You represent the Shellharbour Bulls on and off the court. What you post online matters.

Social media is a great way to share your passion for basketball and connect with your teammates. This policy exists to keep everyone safe, protect your reputation, and make sure the Bulls community stays positive. It is short, straightforward, and applies to all of us.

What Is Social Media?

Social media covers any app or website where you can post, share, comment, or message others. This includes (but is not limited to):

- Facebook, Instagram, X (formerly Twitter), LinkedIn, Snapchat, BeReal, Threads
- YouTube, TikTok, Instagram Reels, YouTube Shorts, Vimeo, Twitch
- WhatsApp, Messenger, Discord, Telegram, GroupMe, iMessage group chats
- WordPress, Tumblr, Medium, Substack
- Facebook Live, Instagram Live, TikTok Live, YouTube Live, Twitch
- Spotify, Apple Podcasts, Google Podcasts, Amazon Music
- Google Reviews, Yelp, TripAdvisor, Facebook Reviews
- Any new platforms that come along in the future

If you can post it, share it, or send it to others online, this policy applies to it.

The Bulls Rule: What You Can Post

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| • Content showing you training, playing, or competing in your Shellharbour Bulls uniform. |
| • Content celebrating a healthy, active lifestyle that reflects well on our sport and our club. |
| • Positive shoutouts to teammates, coaches, or opponents that are respectful and kind. |
| • Official SCBA content that you share or re-post from our accounts. |

You may only tag the SCBA or use the Shellharbour Bulls name when:

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| • You are in your Bulls uniform, or the post is directly about basketball or your training. |
| • The content promotes a healthy, active lifestyle that aligns with our values. |
| • The content is respectful and something you would be comfortable showing your coach. |

What You Must Not Post

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| • Anything that is rude, mean, threatening, or designed to embarrass someone. |
| • Racist, sexist, or discriminatory content of any kind. |

• Photos or videos of other players or teammates without their permission.
• Your personal details, or the personal details of other players (address, school, phone number).
• Content that puts the Bulls, the SCBA, or basketball in a bad light.
• Private conversations or team communications shared without permission.
• Anything that is illegal, including content involving alcohol if you are under 18.

Safety First

Never accept friend or follow requests from adults connected to the club on personal accounts if you do not know them outside of basketball. If anyone connected to SCBA makes you feel uncomfortable online, tell a parent or guardian and report it to your coach or the SCBA Board immediately.

Your parental consent for SCBA to use your image in official content is collected through Basketball Connect. This does not give other players or parents the right to post photos or videos of you without your permission.

If Something Goes Wrong

If you see something posted online that breaks these rules, or if someone is being bullied or harassed online, do not ignore it. Tell a trusted adult, your coach, or report it directly to the SCBA Board. You will not get in trouble for speaking up.

If you post something by mistake, tell your parents or a trusted adult straight away. Deleting it quickly and being honest about it is always better than hoping no one saw it.

What Happens If You Break This Policy?

Breaches of this policy will be taken seriously. Depending on what happened, consequences could include a conversation with your coach, a formal warning, suspension from games or training, or removal from the club. In serious cases, the matter may be referred to other authorities.

We want everyone to enjoy their time with the Bulls. These rules are here to protect you, your teammates, and the club you are part of.

Questions? Speak to your coach or contact the SCBA Board. Review due: May 2027