



Shellharbour City Basketball Association Inc

Social Media Policy

Staff, Volunteers and Officials

Version 2.0 | May 2026

1. Purpose

This document sets out the social media obligations and expectations for all SCBA employees, volunteers, coaches, officials, and support personnel. It sits beneath the SCBA Overarching Social Media Policy, which should be read first.

As people in positions of responsibility within the Association, staff and volunteers have a heightened duty to conduct themselves appropriately online. Your actions reflect on SCBA, the Shellharbour Bulls, and the broader community we serve.

2. Who This Document Applies To

This policy applies to:

- SCBA employees (full-time, part-time, and casual)
- Board, committee, and sub-committee members
- Coaches and assistant coaches
- Referees, umpires, and other match officials
- Managers, court supervisors, and referee supervisors
- Volunteers in any capacity

3. Authorised Representation

Only individuals who have received prior written authorisation from the SCBA Exec Board may post content that officially represents SCBA on social media.

To receive authorisation, individuals must:

- Review the SCBA Overarching Social Media Policy and this document in full.
- Hold a current Working With Children Check (WWCC) number, submitted to the designated SCBA authority.

Authorised representatives are ambassadors for the SCBA brand. All official posts must be consistent with the Association's values, branding guidelines, and communication standards.

4. General Guidelines for Social Media Use

Whether posting in an official capacity or as an individual with a visible connection to SCBA, the following guidelines apply:

4.1 Honesty and Transparency

- Be accurate and truthful in all posts. Do not spread unverified information.
- Disclose any affiliation with SCBA when discussing Association matters publicly.
- Do not post anonymously or under a false identity.

4.2 Confidentiality

- Do not disclose confidential SCBA information, including financial data, personnel matters, member information, or internal discussions.
- Do not share details of disciplinary proceedings or complaints involving members.

4.3 Respect and Inclusion

- Do not post content that is offensive, discriminatory, abusive, defamatory, or harassing towards any individual or group.
- Treat all community members, including players, parents, officials, and opposing teams, with dignity and respect.
- SCBA has a zero-tolerance approach to vilification, harassment, and bullying, online or otherwise.

4.4 Child Safety

- Never publish identifiable images or information about junior members without confirming that parental consent is recorded in Basketball Connect.
- Be aware that some individuals may not be photographed or filmed due to child protection arrangements. If in doubt, do not post.
- Do not contact junior members via personal social media accounts or private messaging applications. All communication with players must go through official SCBA channels or with parental knowledge and consent.

4.5 Branding and Intellectual Property

- Do not use the SCBA or Shellharbour Bulls name, logo, or branding in any personal social media content without explicit authorisation.
- Respect copyright and intellectual property laws when sharing third-party content, images, or music.

4.6 Conduct Reflecting SCBA

- Be mindful that even personal posts can be associated with SCBA if your profile identifies you as a member of staff, a coach, or an official.
- Avoid posting content that could embarrass, discredit, or bring the Association into disrepute.
- Do not engage in public disputes about SCBA decisions, selection matters, or internal operations on social media. Concerns should be raised through the appropriate internal channels.

4.7 Use of Personal Time and Devices

- Social media use must not interfere with your work or volunteer commitments.
- SCBA equipment and networks must not be used for personal social media activity unless specifically authorised.

5. Handling Mistakes

If you post something in error, correct it promptly and transparently. Do not delete posts and pretend they were never made if they have already been seen or shared. Notify the SCBA Exec Board if a post has caused, or is likely to cause, reputational harm to the Association.

6. Reporting Breaches

If you become aware of social media activity that breaches this policy, including activity by another staff member, volunteer, or official, you must report it to the SCBA Exec Board as soon as possible. Reports can be made confidentially.

7. Policy Breaches and Consequences

Breaches of this policy may include but are not limited to:

- Misusing the SCBA name, logo, or branding without authorisation.
- Posting abusive, defamatory, discriminatory, or offensive content.
- Publishing confidential SCBA information.
- Publishing images of junior members without confirmed parental consent.
- Contacting junior members via personal social media or private messaging.
- Bringing the Association into disrepute through personal online conduct.

Breaches will be investigated in accordance with relevant SCBA policies. Outcomes may range from a formal warning through to suspension or termination of employment or volunteer roles, depending on the severity of the breach. Matters involving unlawful conduct may be referred to the relevant authorities.

8. Acknowledgement

All staff and volunteers will be asked to sign an acknowledgement confirming that they have read and understood this policy as part of their onboarding or annual review process.

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