



Shellharbour City Basketball Association Inc

Social Media Policy

Overarching Policy Framework

Version 2.0 | May 2026

1. Purpose and Scope

This document is the overarching Social Media Policy for the Shellharbour City Basketball Association Inc (SCBA). It establishes the framework, principles, and definitions that apply to all individuals connected with the Association.

This policy is supported by two subsidiary documents:

- SCBA Social Media Policy: Staff, Volunteers and Officials
- SCBA Social Media Policy: Members

In the event of any conflict between a subsidiary document and this overarching policy, this document takes precedence. Where a specific scenario is not addressed in any policy document, individuals are encouraged to exercise common sense or seek guidance from the SCBA Exec Board.

2. Underlying Principles

SCBA's approach to social media is grounded in the Association's core values: inclusivity, ethics, trust, integrity, enjoyment, safety, and the promotion of a healthy and active lifestyle. All social media activity connected with SCBA must reflect these values.

It is important to understand that content published online can endure indefinitely, be shared widely, and be taken out of context. Every individual covered by this policy should bear this in mind before posting anything related to SCBA.

3. Who This Policy Covers

This policy applies to all individuals engaged with SCBA in any capacity, including but not limited to:

- Members, including life members and junior members (players)
- Elected or appointed Board, committee, and sub-committee members
- SCBA employees
- Coaches and assistant coaches
- Referees, umpires, and other match officials
- Support personnel including managers, court supervisors, and referee supervisors
- Volunteers
- Spectators and family members attending SCBA events

4. Definition of Social Media and Content Sharing Platforms

For the purposes of all SCBA social media policies, 'social media' and 'content sharing platforms' refer to any internet-based application, website, or tool that enables users to create, share, or interact with content. This includes, but is not limited to:

Social Networking Sites

- Facebook, Instagram, X (formerly Twitter), LinkedIn, Snapchat, BeReal, Threads

Video Sharing Platforms

- YouTube, TikTok, Instagram Reels, YouTube Shorts, Vimeo, Twitch

Messaging and Community Platforms

- WhatsApp, Messenger, Discord, Telegram, GroupMe, iMessage group chats

Blogging and Publishing Platforms

- WordPress, Tumblr, Medium, Substack

Live Broadcasting

- Facebook Live, Instagram Live, TikTok Live, YouTube Live, Twitch

Podcasting Platforms

- Spotify, Apple Podcasts, Google Podcasts, Amazon Music

Review and Rating Sites

- Google Reviews, Yelp, TripAdvisor, Facebook Reviews

Future Platforms Clause

Digital platforms evolve rapidly. This policy and its subsidiary documents apply equally to any new or emerging platforms, applications, or technologies that enable the sharing of content, communication, or media, regardless of whether they are listed above. When in doubt as to whether a platform is covered, assume that it is.

5. When This Policy Applies

This policy applies whenever an individual uses social media:

- As an officially designated representative of SCBA.
- When posting content that identifies, references, promotes, or could reasonably be associated with SCBA, its members, its events, its sponsors, or its reputation.

Personal use of social media that has no connection to SCBA falls outside the scope of this policy. However, any misuse of social media that brings the Association into disrepute, even if apparently unrelated to SCBA, may be subject to review under this or other SCBA policies.

6. Authorised Representation of SCBA

Individuals who wish to officially represent SCBA on social media must obtain prior authorisation from the SCBA Exec Board. As a condition of authorisation, individuals must hold a current Working With Children Check (WWCC) number, which must be submitted to the appropriate SCBA authority.

All authorised representatives are considered ambassadors for the SCBA brand and must maintain a clear distinction between their personal online presence and their role as an SCBA representative.

7. Child Safety and Parental Consent

SCBA is committed to the safety of all young people involved in the Association. The following principles apply across all social media activity:

- Parental or guardian consent for the use of a member's image in SCBA-related content is collected through the player profile process in the Basketball Connect application. This consent must be on file before any identifiable images of junior members are published.

- Some individuals, particularly children, may not be photographed or filmed due to child protection arrangements. These restrictions must be respected at all times. This includes players or spectators under the age of 18 not engaging in filming of other minors.
- No content that could identify the location, school, address, or personal details of a junior member may be published without explicit consent.
- Adults must never communicate with junior members via personal social media accounts or private messaging. Any necessary communication must take place through official SCBA channels or with parental knowledge.
- Basketball NSW requests that all coaching and support staff refrain from having team members, especially those Under 18, as personal Facebook/social media friends. Please review the BA Member Protection Policy By-Laws adopted by Basketball NSW for further social media criteria

8. Policy Enforcement

Breaches of this policy or its subsidiary documents will be investigated in accordance with relevant SCBA policies, including the Code of Behaviour, Member Protection Policy, and Complaint Management Policy. Depending on the severity of the breach, consequences may include:

- A formal warning
- Suspension from SCBA activities
- Termination of membership or employment
- Referral to relevant authorities where the breach involves unlawful conduct

9. Related Policies

This policy should be read alongside the following SCBA documents:

- SCBA Social Media Policy: Staff, Volunteers and Officials
- SCBA Social Media Policy: Members
- Code of Behaviour
- Member Protection Policy
- Complaint Management Policy

May 2026 | Review due: May 2027