

Social Media Policy

Policy Number	POL-021
Version	2.0
Status	Draft — Pending Committee Approval
Policy Owner	Club President
Approved By	[Pending Committee Approval]
Effective Date	[Pending Committee Approval]
Next Review	[12 months from approval date]

1. Purpose

Social media is a powerful tool — it helps us celebrate our players, share club news, and build our community. Used well, it reflects everything Ramblers stands for.

This policy exists to:

- Promote a positive image of the club and protect our reputation
- Protect players — especially juniors — from harm online
- Ensure all online communication is respectful and consistent with our values
- Provide clarity on who can speak on behalf of Ramblers Basketball Club

If you wouldn't say it courtside, don't post it online.

2. Scope

This policy applies to all members of the Ramblers community, including players, parents and guardians, coaches, team managers, volunteers, and committee members. It covers all social media platforms and online communication including Facebook, Instagram, X (Twitter), TikTok, Snapchat, WhatsApp, group chats, online forums, and any other digital channels.

3. Official vs Unofficial Accounts

Official Accounts	Unofficial / Team Accounts
Committee-approved and centrally managed	Run by parents, coaches, or team managers independently
Authorised to post on behalf of the club	Must not claim to represent Ramblers officially
Use official club branding and logo	Must be clearly labelled as unofficial

Teams must not create social media accounts without prior committee approval.

4. Expected Behaviour

When posting about Ramblers, members should:

- Support players, coaches, and officials in a positive and encouraging way
- Promote the values of teamwork, respect, and sportsmanship
- Remember that children and young people may see posts online — set a good example
- Raise concerns through club channels, not on social media

4.1 Encouraged Content

- Game highlights and match results
- Team achievements and milestones
- Positive culture moments and celebrations
- Club news, events, and reminders
- Sponsor recognition and acknowledgements

4.2 Content to Avoid

- Criticism of referees or officiating decisions
- Selection complaints or disputes
- Negative commentary after losses
- Airing grievances about other teams, clubs, or Basketball ACT

5. Unacceptable Behaviour

The following are strictly prohibited:

- Posting abusive, defamatory, or disrespectful comments about players, coaches, referees, officials, families, or the club
- Sharing or discussing club disputes, complaints, or disciplinary matters publicly
- Making false or damaging statements about the club or its members
- Posting content that could bring the club or Basketball ACT into disrepute
- Posting images or videos of children without appropriate parental consent
- Tagging players, especially minors, without their permission

6. Child Safety

Do not post photos or videos of children without the explicit consent of their parent or guardian.

- Do not tag players (especially minors) in posts without their permission
- Do not share personal details about players or families including schools, addresses, or schedules
- Be mindful that images shared publicly can be seen, saved, and shared by anyone
- If unsure whether content is appropriate — check with the committee first

7. Complaints and Concerns

If you have a concern about the club, a game, a coach, or any other matter — please bring it to us directly. Do not post complaints or grievances on social media. Refer to POL-005 Complaints and Grievances Policy.

8. How the Club Responds to Online Issues

Situation	Club Response
Minor issue or single negative comment	Contact the member directly and privately. Request removal if appropriate.
Public misinformation	Calm, factual response by an authorised committee member only.
Abusive or harmful content	No public engagement. Content reported. Disciplinary process initiated.
Child safety concern	Immediate escalation to President and relevant authorities.

9. Consequences of Breach

Depending on the nature and severity of a breach, action may include a request to remove content, a formal warning, suspension of membership, or permanent removal from the club. All actions will be taken in accordance with POL-002 Code of Conduct and POL-005 Complaints and Grievances.

10. Contacts

Contact	Email
Junior Committee	juniors@ramblers.net.au
Club President	president@ramblers.net.au