



Tenpin Bowling Australia Limited Use of Social Media Policy

Tenpin Bowling Australia Limited
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Principal Partner



Australian Government
Australian Sports Commission

1. Purpose:

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member based organisation, Tenpin Bowling Australia Ltd recognises the benefits of social media as an important tool of engagement and enrichment for our members.

Tenpin Bowling Australia, registered bowling centres, associations and leagues have long histories and are highly respected organisations. It is important that the reputation of Tenpin Bowling Australia, its affiliated state and local associations and the sport generally is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their association with Tenpin Bowling Australia, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately and in the ways that are consistent with Tenpin Bowling Australia's stated values and policies.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by Tenpin Bowling Australia members or staff that makes no reference to Tenpin Bowling Australia or related issues.

2. Scope:

This policy applies to Tenpin Bowling Australia members, staff or any individual representing themselves or passing themselves off as being a member of Tenpin Bowling Australia and its affiliated state and local associations.

This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- Content sharing including Flickr (photo sharing) and YouTube (Video Sharing);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards); or
- Editing a Wikipedia page

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The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, sponsors or Tenpin Bowling Australia an organisation and the reputation of the sport in general.

3. Guiding Principles:

- 3.1 The web is not anonymous. Tenpin Bowling Australia members and staff should assume that everything they write can be traced back to them.
- 3.2 Due to the unique nature of Tenpin Bowling, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do, think or say in their capacity as a member of Tenpin Bowling Australia. Tenpin Bowling Australia considers all members of the organisation are its representatives.
- 3.3 Honesty is always the best policy, especially online. It is important that Tenpin Bowling Australia members think of the internet as a permanent record of online actions and opinions.
- 3.4 When using the internet for professional or personal pursuits, all members must respect the brands of Tenpin Bowling Australia all affiliated states and local associations, other members and anybody else involved in our sport and follow the guidelines in place to ensure that sport's intellectual property or its relationships with sponsors and stakeholders is not compromised (*refer to Branding and Intellectual Property*) or the organisation is brought into disrepute.

4. Usage:

- 4.1 For Tenpin Bowling Australia members and staff using social media, such use:
 - Must not contain, or link to, libellous, defamatory or harassing content – this also applies to the use of illustrations or nicknames;
 - Must not comment on, or publish information that is confidential in anyway
 - Must not bring the organisation or the sport into disrepute.

For Tenpin Bowling Australia staff using social media, such use:

- Must not interfere with work commitments

- 4.2 Furthermore, Tenpin Bowling Australia members and staff may not use the Tenpin Bowling Australia brand (*see 5 below*) to endorse or promote any product, opinion, cause or political candidate and it must be abundantly clear to all readers that any opinion shared are those of the individual and do not represent or reflect the views of Tenpin Bowling Australia.

5. Branding and Intellectual Property:

It is important that any trademarks belonging to Tenpin Bowling Australia, or any affiliated state or local association are not used in personal social media applications, except where such use can be considered incidental – (*where incidents is taken to mean “happening in subordinate conjunction with something else”*). Trademarks include:

- Bowling Centre, Stakeholder, Sponsor, Tenpin Bowling Australia and Tenpin Bowling Australia logos;
- Slogans;
- Images depicting Tenpin Bowling volunteers, staff and/or equipment, except with the permission of those individuals.

6. Official Tenpin Bowling Blogs, Social Pages and Online Forums

When creating a new website, social networking page or forum for staff, bowling centre, association, league or members, care should be taken to ensure the appropriate person at a bowling centre, association or league has given permission to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the written permission of the child’s parents and/or guardian.

For official Tenpin Bowling Australia blogs, social pages and online forums:

- Posts must not contain, nor link to pornographic or indecent content;
- Some hosted sites may sell the right to advertise on their sites through “pop up” content which may be of a questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of “pop up” content cannot be controlled;
- Tenpin Bowling Australia employees must not use Tenpin Bowling Australia online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties

7. Consideration towards others when using social networking sites:

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Tenpin Bowling Australia members and staff must recognise that it may not be appropriate to share photographs, videos and comments in this way.

For example, there may be an expectation that photographs taken at private Tenpin Bowling Australia events will not appear publicly on the Internet. In certain situations, Tenpin Bowling Australia staff or members could potentially breach the Privacy Act or inadvertently make Tenpin Bowling Australia liable for breach of copyright.

Tenpin Bowling Australia members or staff should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person should they be asked to do so.

- 7.1 Under no circumstance should offensive comments be made about the sports members, volunteers or staff online.

8. Breach of Policy

- 8.1 Tenpin Bowling Australia and its affiliated state and local association continually monitor online activity in relation to the organisations and its members. Detected breaches of this policy should be reported to Tenpin Bowling Australia.
- 8.2 If detected, a breach of this policy may result in disciplinary action from Tenpin Bowling Australia. A breach of this policy may also amount to breaches of other Tenpin Bowling Australia policies. This may involve a verbal or written warning or in serious cases, termination of employment or engagement with Tenpin Bowling Australia including suspension of membership..

9. Consultation or Advice

This policy has been developed to provide guidance for the members and staff in a new area of social interaction. Tenpin Bowling Australia members and staff who are unsure of their rights, liabilities or actions online and seek clarification, should contact Tenpin Bowling Australia.