



ABRIDGED SOCIAL MEDIA POLICY: CBCOB BOWLS CLUB

An abridged social media policy has been designed for CBCOB Bowls Club, its office bearers and members, with the aim of protecting the image of the club and its members from being directly or indirectly exposed by members using social media platforms for direct personal or indirect benefit.

Members using *Facebook, Twitter, YouTube, Instagram* or any of the other social media platforms should ensure that social media posts and comments **do not**:

- Belittle, embarrass or criticise fellow bowlers and/or office bearers
- Embarrass the club in a direct or indirect manner if a member misbehaves in bowls related messages, regardless if the name of CBCOB Bowls Club is used or not
- Contain comments or photographs of CBCOB Bowls Club affiliates or members without their express permission
- Contain threatening comments, attempt to bully or harass members or affiliates in the bowling community of SA
- Disclose confidential information relating to CBCOB Bowls Club affiliates or members
- Contain derogatory, defamatory, insulting or offensive comments aimed at fellow club members, members from other bowls clubs or bowls districts or office bearers from bowls authorities openly or in any discrete manner either through a post, a comment or a photo
- Influence good sportsmanship and fellowship

We recognise that members may wish to use social media in their personal life and this abridged policy does not intend to discourage nor unduly restrict or limit your personal expression or online activities. Once you post your comments on a social media site they are in the public realm, regardless of whether or not your profile is restricted to 'friends' only. The right to freedom of expression must always be exercised responsibly, being mindful of making comments that could potentially damage an individual or an organisation's reputation or be deemed harassing by nature.

CBCOB Bowls Club will always vigorously defend its reputation and integrity. It reserves all rights and legal avenues available: to: –

- Have content removed from a post if required
- Publicly disclaim and condemn inappropriate material that reflects disparagingly on the Club
- Use all legal remedies available to have any offending party brought to account, prosecuted, and held liable for damages

TONY REA
PRESIDENT CBCOB BOWLING CLUB