

South Australian Country Basketball Council Inc.

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Social Media Policy

Version 2

Ratified by SA Country Council Executive 20/07/2025

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Purpose

This policy establishes guidelines for the appropriate use of social media by SA Country Basketball (SACBCI) staff, volunteers, and athletes. It aims to promote the game and educate members while ensuring that social media usage aligns with the organisation's values and standards.

This Applies to

All SACBCI staff (paid and voluntary), volunteers, athletes, and any individuals involved in SA Country Basketball sanctioned activities, events, and operations.

Policy Statement

SACBCI utilises social media platforms, to promote basketball and engage with members. This policy outlines acceptable posting guidelines to ensure that all communications reflect positively on the organisation and its members.

Key Principles

- **Personal Social Media Accounts:** Assume that all content posted is publicly accessible. Exercise good judgment and consider whether the content would be appropriate for family, friends, and the basketball community.
- **Group Chats:** All group communications must include the team manager. Any issues arising should be reported to the Executive Officer or SACBCI member protection officer promptly. SA Country Basketball uses XPS to communicate with athletes, any group chats with players or volunteers under the age of 18 must be conducted on this platform
- **Official SACBCI Social Media Accounts:** Staff are authorised to post on behalf of SACBCI to promote basketball activities and events. All content must adhere to organizational standards and values.

Education and Awareness

SACBCI encourages ongoing education regarding responsible social media use. Members are advised to stay informed about best practices and organisational expectations.

Breaches of Policy

Inappropriate conduct on social media that negatively affects SACBCI's reputation may result in actions including suspension, counselling or performance management. Continued breaches will be addressed with increased seriousness.

Support

Individuals seeking guidance on social media usage or facing challenges related to this policy are encouraged to consult with SACBCI staff for support and clarification.

Review

This policy will be reviewed biennially or sooner if required due to legislative or organisational changes.