



Puma (Willetton) Basketball Club Inc. (PUMA) encourages its volunteers, players and parents to participate in Social Media in ways that demonstrate respect for the dignity of all human beings; and do not bring PUMA into disrepute or imply endorsement of personal views.

1. Background Information

Social media are a group of online applications which are designed to allow information to be created, shared, discussed and disseminated. Social media include the sites, tools, channels and platforms used to publish user-generated content and promote social connections and conversations.

Social media provide opportunities to build communities and to encourage dialogue through the exploration and consideration of diverse thoughts and views. PUMA embraces the use of social media by the Committee, players, coaches, parents and volunteers to connect with each other and a broader basketball community, Willetton Basketball Association (WBA), Willetton Tigers, supporters as an important tool of community engagement.

With the rapid growth and application of social media, PUMA recognises the need to have a policy, which ensures that those who use social media, either as part of the club or is associated with the club or in a personal capacity, have guidance on PUMA's expectation where social media are used.

2. Policy Statement

The use of Social Media by PUMA, players, parents, volunteers and Committee must not:

- Bring PUMA into disrepute;
- Compromise the effectiveness of PUMA;
- Defame individuals or organisations;
- Imply PUMA endorsement of personal views; or
- Disclose, without authorisation, confidential information

This policy applies to ALL social media platforms.

3. Policy Purpose

The club expects that PUMA players, parents and volunteers who contribute to social media will familiarise themselves with this policy and related guidelines and will act responsibly in references to PUMA in their social media and online activities.

4. Principles

The following principles apply to the use of social media for PUMA players, parents and volunteers:

- Show respect for human dignity and adhere to the PUMA, WBA and Basketball WA (BWA) Codes of Conduct
- Do not use social media to bring PUMA players, parents or volunteers into disrepute;
- Do not imply PUMA endorsement of personal views;
- Ensure confidentiality of information obtained through the PUMA is maintained; and
- Do not use social media to the detriment of PUMA, WBA, Willetton Tigers or BWA.
- Be collaborative and respectful – We are a family friendly group, please be collaborative and keep your input positive.
- Keep it PUMA / Basketball related. Any content not deemed suitable for the group will be removed.
- No “For Sale” posts – There are dedicated buy and sell pages for basketball products. All “For Sale” posts will be removed.
- No swearing or abusive comments – Including abbreviated or implied swearing.

5. Team Communications

PUMA teams commonly use WhatsApp or Heja social media applications to communicate with their players and parents.

6. Consequences of Breach

Breaches will be dealt with under the Complaints Handling Policy. They may lead to a 7-day mute, being removed from the group or more significant consequences for repeated or serious breaches such as termination of membership.

7. Further Assistance

If any further assistance is required, please email pumawillettonbasketball@gmail.com.

Social Media Setup:

- Set-up PUMA Facebook and Instagram social media pages.
- Relevant logo's or IP to be provided to social media administration for set up
- Communication of passwords and account details to be circulated to committee members
- Any photographs of players / teams posted must have the permission of the parent(s) prior to posting
- Any post or comments that breaches the social media policy can be deleted by the administration or committee
- Club social media posts need approval by 3 Committee members – Chair/Deputy Chair plus 2 more members
- All relevant communication to be sent out via social media; such as wind-ups or social activities and WABL achievements
- Achieve a minimum of two posts per month with a mixture of boys and girls teams and or PUMA