



**Sunshine Coast District Bowls Association**

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## **SUNSHINE COAST DISTRICT BOWLS ASSOCIATION INC.**

### **POLICY 06/23 SOCIAL MEDIA POLICY**

#### **Application**

This policy applies to all personnel who represent the Association in any capacity, including the members of the Management Committee, the Patron, the Chairperson and all members of sub-committees, Bowls Queensland delegates, member club delegates and players and officials selected to represent the district in any competition.

This policy was endorsed by the SCDBA Management Committee at their meeting on 17<sup>th</sup> April 2023 and remain in effect indefinitely.

The SCDBA has adopted, as its standard, the Bowls Queensland Social Media Policy which recognises the value of online Social Media tools for connecting with members, staff, volunteers, sponsors and stakeholders.

The Associations web presence should project a positive image that is reflective of our overall brand and is consistent with our mission.

However, to be assured that the SCDBA maintains a values-oriented, positive, professional image, and to protect the safety and privacy of our members and staff, all District Representatives must abide by the expectations set out in the BQ policy when using social media for work or personal purposes.

The SCDBA recognises that social media differs quite significantly from more traditional media in many aspects, including differences in quality, accessibility, reach, immediacy and permanency.

The BQ Policy has been adopted by the SCDBA to maintain the integrity of our brand with respect to communication frequency, strategy, message, and appearance.

Failure to follow the guidelines and /or the SCDBA Code of Conduct may result in disciplinary action, up to and including dismissal from your position. The SCDBA Discipline Policy refers. This policy will not be applied or construed in a manner that violates or improperly interferes with individual rights.

All SCDBA personnel who choose to use social media in connection with the affairs of the association are expected to make themselves familiar with the provisions of the Bowls Queensland Social Media Policy, a copy of which is available on their website