



SOCIAL MEDIA GUIDELINES

Queensland Badminton Social Media, Blogging and Internet Guidelines for the Queensland Badminton players, Coaches, Staff and Association and Club Officials.

INTRODUCTION

Queensland Badminton encourages the appropriate use of social media by all Persons bound by these Guidelines to engage with fans, promote the sport of badminton, club activities, individual athletes and communicate with the general public and media. Queensland Badminton acknowledges social media is an instant form of communication and treats all social media content, whether written, photographic, video, or audio, as public comment which is accessible to all.

REPUTATION

The reputation of the Queensland Badminton is highly regarded within the community. The challenge for all Persons bound by these guidelines is to promote badminton even further, including through the use of social media, to enhancing the credibility of our sport throughout the community.

WHAT IS SOCIAL MEDIA

Social Media are online services and tools used for publishing, sharing and discussing information.

These can include:

- social networking – e.g. Facebook, LinkedIn
- video and photo sharing – e.g. Flickr, YouTube
- blogs – e.g. corporate blogs, personal blogs or media blogs
- micro blogs – e.g. Twitter • forums and discussion boards – e.g. Reddit, Whirlpool, Yahoo!
Groups
- online encyclopedias – e.g. Wikipedia.



POSTINGS, BLOGS, AND TWEETS

Queensland Badminton treats all written social media postings, blogs, status updates and tweets as public 'comment'. As a result, all Persons bound by these Guidelines should not comment or respond to a comment in a way that may be construed as negative or may be considered derogatory towards others, or put themselves in a situation where they may harm their reputation, the reputation of the sport in general, including its sponsors and stakeholders or any other third party. Content pertaining to sensitive club/association information should not be shared to the outside online communities, eg. financial, operational and legal in nature. In addition, sensitive information that pertains to sponsors or partners for clubs and associations should also not be disclosed. Clubs and associations reserve the right to edit to edit or delete posts violating the misconduct.

The general rule of thumb must be IF IN DOUBT LEAVE IT OUT.

PHOTOGRAPHS, VIDEO, AUDIO

Queensland Badminton also treats all photographs, video and audio 'material' posted onto social media as public comment and accessible to the public. Any material that may be considered negative, derogatory or inappropriate towards Persons bound by these Guidelines should not be posted. Persons bound by these Guidelines should also be mindful that material posted may be subject to intellectual property rights and all relevant consents and waivers should be obtained before using any material that may be subject to intellectual property rights.

EDUCATION

Queensland Badminton encourages 'positive posting' as a means of communicating via social media.

CONFLICT OF INTEREST

Persons must not utilise official Queensland Badminton or Affiliated Associations and club's social media sites for the purposes of promoting their own products or businesses.



LIABILITY

When Persons bound by these Guidelines choose to go public with any comments or material in any way, including on social media, they are solely responsible for such comments and materials.

Individuals should be aware that they can be held personally liable for any comments and material that may be deemed to be defamatory, obscene or proprietary. Persons bound by these Guidelines post comments and materials at their own risk. Further, Persons bound by these Guidelines should always make it clear that any comments and materials are made in their individual capacity and that they do not represent Queensland Badminton, its sponsors or any other third party.

MONITORING

Queensland Badminton does not actively monitor social media content of Persons bound by these Guidelines. Queensland Badminton does however monitor online content which could impact on the sport as well as sponsors and stakeholders.

INFRINGEMENTS

In the spirit of educating Persons bound by these Guidelines about the appropriate use of social media, Queensland Badminton endeavours to work with individuals and members on the appropriate use of social media. Queensland Badminton reserves its right to take any other appropriate measures with respect to infringements of these Guidelines, including issuing a Take Down notice, imposing other sanctions, and or taking legal action for damages.

AMENDMENT/INTERPRETATION

Queensland Badminton reserves the right to amend these Guidelines as it deems appropriate. The Queensland Badminton Board shall be the final authority with respect to the interpretation and implementation of these Guidelines.



MAJOR EVENTS/OTHER TEAMS

Persons bound by these Guidelines are advised that their participation on other teams and at other major events such as the Olympic, Paralympic and Commonwealth Games may involve an adherence to additional guidelines, by laws and contractual obligations, in relation to social media. Where team agreements are in place for such teams and events, such guidelines, by laws and contractual obligations need to be followed in conjunction with these Guidelines to the greatest extent possible.

PERSONS BOUND BY THESE GUIDELINES

Persons bound by these Guidelines include athletes, coaches, employees, independent contractors, other all Queensland Badminton members.

(Please Note: This paper will be subject to periodic review)

– Last updated March 2019.