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## COMMUNICATION POLICY

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### Our commitment

Electronic communication is essential for sharing our news and information with our members. Our communication will be timely, appropriate and related to the association business.

### What we will do

We use a range of electronic tools to communicate with our members.

Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

We have developed and implemented a Social Media Policy that addresses the particular issues arising from the use of social media.

Our appointed staff and volunteers provide accountability and control over material published on our website and any related discussion groups or social media websites, such as Facebook, YouTube or Twitter.

### Website

- Our website will include current information on Badminton WA membership, affiliated clubs and associations, programmes, competitions, policies and by-laws, constitution, board and staff, and other aspects of our operation.
- No offensive content or photos will be published.
- We may publish photos that comply with our photography policy for the relevant events and programmes. We will remove photos from our website if requested by the person featured in the photo (or by the parents when the photo features a child).
- While acknowledging that errors sometimes may occur in the website content, we will use our best efforts to ensure the accuracy of the information we provide on our website.
- We will seek feedback from our members and general public to improve the information available on the site.

### Newsletter

- Our electronic newsletter will be published several times a year and will provide updates, announcements and reports on our events, programmes and activities.
- All our members (including tournament participants) who have provided their email address to us will be subscribed to the newsletter.
- Any member of the general public may subscribe to our newsletter using a Sign Up form on our website.
- All of our newsletters will have an easy to use "Unsubscribe" option, allowing anyone to request to be automatically removed from the subscription list.



### **SMS, instant messengers and email**

Our Board Members, programme coordinators, committee members, coaches and team managers may use SMS and email to provide information about competitions, training and other Badminton WA business, however:

- SMS and instant messages should be short and about Badminton WA matters
- email communication will be used when more information is required
- communication involving children will be directed through their parents.

### **Social media websites**

- We treat all social media postings, blogs, status updates and tweets as public 'comment'.
- Postings (written, photos or videos) will be family-friendly and feature positive news and events relevant to our sport and our members' reasonable needs and interests.
- No personal information about our members will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring Badminton WA, our members or our sport into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from using the respective social media websites.

### **Photography at events and programmes**

- Photos, videos and live video streams of participants, guests and spectators may be taken by Badminton WA staff, volunteers and contractors during tournaments, coaching clinics, training courses and other Badminton WA events and programmes.
- These photos and videos may be subsequently used in Badminton WA publications and online resources, subject to this Communication Policy and applicable laws.
- When registering for Badminton WA tournaments, programmes and events, the participants are deemed to have agreed to the photos and videos being taken and used as described above, unless they tell us otherwise.

### **What we ask you to do**

We expect our members to conduct themselves appropriately when using electronic communication to share information with others members or posting material on public websites connected to Badminton WA.

### **Electronic communication:**

- should be limited to matters relevant to our sport, programmes and members
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, discriminating, false or injure the reputation of another person, group or organisation



- should respect and maintain the privacy of members and other persons
- must not bring Badminton WA, our members and our sport into disrepute.

Coaches and others who work with children and young people must direct electronic communication through the child's parents.

### **Emerging communications trends and technologies**

Badminton WA recognises that the landscape of communication tools and technology is constantly changing, and so are the ways that people communicate with each other. Regardless of the specifics of such tools and technologies or the scenarios of communication, Badminton WA members, staff, board members, players, spectators, parents are expected to follow the same principles as listed above in the Electronic Communications section.

#### **Photography:**

- If you are not comfortable with your (or your child's) photo or video being taken by Badminton WA staff, volunteers or contractors, please speak to us and we will make reasonable efforts to find a solution.
- Participants, parents, spectators and other members of general public may take photos and record videos for their personal non-commercial use, unless when we ask them to refrain from photo – and videography.
- If you are not comfortable with your (or your child's) photos or videos being taken by another participant or member of general public, please ask them to stop. If you are still not satisfied, please speak to the event or program organizer, coach etc.
- If you want to stream live video of Badminton WA events, programmes and activities, please seek prior permission from our staff or event / programme organisers or coordinators.

#### **Non-compliance**

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our member protection policy or code of conduct.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, social media page or group, instant messaging channel, blog or website) is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.