

## **Bowls, Gr8 for Brains Social Media, and Media Policy,**

Bowls Gr8 for Brains relies strongly on the effectiveness of our Communications strategies employed by our representatives. Our goal is to provide a supportive and friendly environment with the intent of engaging people in a positive, safe, and fun experience.

### **POLICY**

All social media posts, and media requests for Bowls Gr8 for Brains are to be forwarded to the Chair or Secretary for vetting prior to being published.

**Bowls G8 for Brains** plans to maximise the benefits of Social and mainstream Media, so when you are representing the organisation.

- ***Always obtain permission*** before you take a photograph or video participants. Take extra care where images of children have been obtained – Always obtain permission from a parent or guardian responsible for that child
- ***Be responsible for what you write*** – Remember you are representing the organisation, exercise good judgment and common sense.
- ***Consider your audience*** - It is important to know who you are communicating to and then structure your information accordingly.
- ***Exercise good judgment*** - Refrain from comments that can be misinterpreted, particularly when offering opinions, be mindful of what you are saying.
- ***Respect copyrights and fair use*** - Always give people proper credit for their work, and make sure you have permission to use things first.
- ***Protect confidential information*** - Information that is posted through the internet can be seen by anyone and everyone around the world, be mindful who you are sharing this information with.
- ***Bring value*** – Stay positive and encourage interaction through your online communications.

### **Additional notes**

All flyers/ introduction letters and items having the Bowls GR8 for Brains branding/logo must first be approved by the Executive before that publication is printed or distributed.

Third party comments that may appear derogatory, insulting, racist, victimizing or against the Policies of Bowls Gr8 Brains may result in negative publicity and may put you at risk of legal action – take care and report anything suspicious to the Board.

Official documents are to be reviewed by the Chair and the Secretary prior to distribution.