

TOWNSVILLE BASKETBALL INCORPORATED (TBI)

Communication & Social Media Policy

Aligned to QFCC Standard 8 – Safe Physical and Online Environments

Policy Owner: General Manager

Approved by: TBI Board of Directors

Next Review: February 2027

1. Purpose

The purpose of this policy is to ensure that all communication and use of social media within Townsville Basketball Incorporated (TBI) is safe, respectful, transparent, and appropriate, particularly when interacting with children and young people.

This policy provides guidance on acceptable communication practices for all staff, volunteers, players, coaches, and parents.

2. Scope

This policy applies to all TBI staff, Board members, coaches, referees, volunteers, parents, and players engaging in communication or online activity associated with TBI programs, competitions, or promotions.

3. Principles

1. All communication must reflect TBI's values of respect, inclusion, and professionalism.
2. Communication with children and young people must be open, accountable, and child-focused.
3. Private one-on-one communication between adults and minors is prohibited unless unavoidable and documented (e.g., emergency situations).
4. The official communication platform for all TBI teams is Heja. All team-related messaging must occur through this platform with parents included.
5. Social media and digital platforms must not be used to criticise, bully, or intimidate any participant or official.

4. Approved Communication Platforms

The following table outlines approved communication platforms for TBI activities:

<i>Platform</i>	<i>Purpose</i>	<i>Conditions of Use</i>
Heja	Primary communication tool for all TBI teams, including training, games, and announcements.	All messages must be sent within group chats that include parents. No private messages to minors.
Official TBI Email	Used for formal communication from staff, Board, or management.	Only through official townsville.basketball domain accounts. No personal email use for child-related matters.

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Basketball Connect	Used for official announcements, event promotion, and positive community engagement.	Posts must be approved by the Management Team.
TBI Social Media (Facebook, Instagram, Website)	Used for official announcements, event promotion, and positive community engagement.	Posts must be approved by the Communications or Marketing Team. No tagging minors without consent.

5. Acceptable Communication Practices

All TBI representatives must:

- Communicate respectfully and professionally at all times.
- Use Heja or official email only for team-related matters.
- Include parents/guardians in all communications involving children.
- Report any concerning or inappropriate messages to the General Manager or Child Safety Officer immediately.
- Use clear, factual language and avoid emotive, personal, or ambiguous comments.

6. Unacceptable Communication Practices

The following behaviours are strictly prohibited:

- Private messaging, texting, or social media direct messages between adults and minors.
- Sharing personal contact information (mobile, social accounts) with minors.
- Posting or sharing images, videos, or personal information of children without written parental consent.
- Making public comments that could damage TBI's reputation or target individuals.

7. Social Media Use

When using personal social media, TBI members must:

- Avoid making statements that may be perceived as representing TBI unless authorised.
- Maintain respectful and positive engagement about the Association and its members.
- Never engage in online arguments or criticism of referees, coaches, or players.
- Report online bullying, grooming, or harassment immediately.

8. Responding to Online Misconduct

If inappropriate or harmful content is identified:

1. Take a screenshot (if safe to do so) as evidence.
2. Report the issue immediately to the General Manager or Child Safety Officer.
3. The General Manager will determine whether to escalate the issue to Police, Basketball

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Queensland, or Sport Integrity Australia.

4. Remove the offending content from TBI-managed platforms as soon as possible.

9. Monitoring and Enforcement

The General Manager and Communications Manager are responsible for monitoring compliance with this policy.

Any breach may result in disciplinary action, suspension, or referral to external authorities depending on severity.

10. Related Documents

- Child Safe Policy
- Member Protection Policy
- Codes of Conduct
- Privacy & Data Protection Policy
- Travel & Transport Policy

11. References

- Child Safe Organisations Act 2024 (Qld)
- Working with Children (Risk Management and Screening) Act 2000 (Qld)
- Child Protection Act 1999 (Qld)
- Sport Integrity Australia: Safeguarding in Sport Guidelines
- Australian Childhood Foundation Safeguarding Children Accreditation Framework
- QFCC Child Safe Standards (2024)

Document Control and Version History

Version	Date Approved	Approved By	Policy Owner	Next Review Date	Summary of Changes
1.0	February 2026	Board of Directors	General Manager	February 2027	Initial issue