

 BOWLS NORTH WEST	Controller CHIEF EXECUTIVE OFFICER	Effective 24 November 2024
	Authorised by BNW BOARD	Review 30 November 2025

Social Media Policy

1. Purpose

- 1.1. Social media platforms such as Facebook, Instagram, and others provide great opportunities for connection and creativity. However, inappropriate online conduct can cause distress and harm, detracting from the enjoyment of our sport.
- 1.2. This policy aims to encourage respectful online behaviour and provide clear guidelines to foster positive interactions.

2. Scope

- 2.1. This policy applies to all members affiliated with Bowls North West (BNW) when posting on:
 - a. BNW-controlled social media platforms.
 - b. Personal social media platforms where posts/comments may affect BNW, its members, or its reputation.

3. Key Principles

- 3.1. Respect for others is paramount.
- 3.2. Bullying, harassment, discrimination, and inflammatory comments are unacceptable.
- 3.3. Members are responsible for their posts and any harm caused by them.
- 3.4. Breaches of this policy may result in disciplinary action.

4. Guidelines for Responsible Use

- 4.1. When posting on social media:
 - a. Be respectful and courteous in all comments.
 - b. Avoid offensive, defamatory, or discriminatory language.
 - c. Do not post false or unsupported accusations.

- d. Avoid sharing content you would regret or would not say in person.
 - e. Do not disclose confidential or private information about others.
- 4.2. Unacceptable content includes anything that is abusive, threatening, hateful, defamatory, obscene, or violates others' privacy or intellectual property rights.

5. Monitoring and Enforcement

- 5.1. BNW does not monitor individual members' social media but reserves the right to address public posts that breach this policy.
- 5.2. BNW administrators may remove posts/comments from BNW-controlled platforms that breach these guidelines and issue warnings as necessary.
- 5.3. Serious or repeated breaches will be referred to the BNW Complaints Committee for potential disciplinary action.

6. Reporting Concerns

- 6.1. Concerns about posts breaching this policy can be reported by providing a screenshot and an explanation to the BNW Secretary.
- 6.2. The BNW Complaints Committee will review reported posts and determine appropriate actions, including dismissal, reprimand, or referral for disciplinary proceedings.

Final Notes

Social media is a powerful tool for connecting, promoting, and growing our community. At Bowls North West, we aim to use these platforms responsibly, fostering an environment of respect, positivity, and inclusivity. Each member's contribution to upholding this policy ensures we remain a valued and professional organisation both online and off.

Remember, the way we engage on social media reflects not only on us as individuals but also on Bowls North West as a whole. Let's work together to represent our association with integrity and pride.