



Asia Pacific Snooker & Billiards Federation

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APSBF Social Media Policy

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Contents

1. Definition
2. Purpose of Policy
3. Scope
4. Guiding Principles
5. Usage
6. Branding and Intellectual Property (IP)
7. Official APSBF blogs, social pages and online forums
8. Consideration towards others when using social networking sites
9. Breach of Policy
10. Consultation or Advice

1 Definition

Social media includes, but is not limited to, such activities as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- Content sharing includes Flickr (photo sharing) and YouTube (video sharing);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards);
- Editing a Wikipedia page.

2 Purpose of Policy

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by APSBF members where APSBF member makes no reference to the APSBF or related issues.

The APSBF recognises the benefits of social media as an important tool of engagement and enrichment for its members. However, it is important that the APSBF's reputation, as well as the reputation of its

Affiliates, Clubs, officials, administrators, referees and players, is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their association with APSBF, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with APSBF's stated values and policies.

3 Scope

This policy applies to APSBF members, or any individual representing themselves or passing themselves off as being a member of the APSBF.

4 Guiding Principles

The web is not anonymous – it is a permanent record of online actions and opinions. APSBF members should assume that everything they write can be traced back to them. The boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think or say in their capacity as a member or volunteer for the APSBF or its Affiliates.

All members must respect the APSBF brand and follow these guidelines to ensure the APSBF's intellectual property or its relationships with sponsors and stakeholders is not compromised (see 6 below), or the organisation is brought into disrepute.

5 Usage Guidelines

When using social media, APSBF Members

- Must not contain, or link to, libellous, defamatory or harassing content including use of illustrations or nicknames;
- Must not comment on, or publish, information that is confidential or in any way sensitive to APSBF, its affiliates, partners or sponsors; and
- Must not bring the organisation or the games of Billiards or Snooker into disrepute.
 - Must not use the APSBF brand to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of APSBF.

6 Branding and Intellectual Property (IP)

It is important that any trademarks belonging to APSBF or any member, affiliate or club are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else.”).

Trademarks include:

- Affiliate members and APSBF logos;

- Images depicting APSBF Members, volunteers, players and/or equipment, except with the permission of those individuals;
- Other APSBF imagery.

7 Official APSBF blogs, social pages and online forums

Appropriate, specific and written permission must be obtained before creating any new website, social networking page or forum using the APSBF name or the name of any of its affiliates, clubs, members, sponsors or stakeholders. The same applies for the use of logos or images. Images of minor children may never be replicated on any site without the written permission of the child's parent and/or guardian.

For official APSBF blogs, social pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content;
- Some hosted sites may sell the right to advertise on their sites through 'pop up' content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the 'pop up' content cannot be controlled;
- APSBF members must not use APSBF online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

8 Consideration towards others when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. APSBF members must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private APSBF event will not appear publicly on the Internet. In certain situations, APSBF members could potentially breach the privacy act or inadvertently make the APSBF liable for breach of copyright. APSBF members should be considerate to others in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

Under no circumstance should offensive comments be made about APSBF members online.

9 Breach of Policy

Detected breaches of this policy should be reported immediately to the APSBF. If detected, a breach of this policy may result in disciplinary action from APSBF. A breach of this policy may also amount to breaches of other APSBF policies. This may involve a verbal or written warning, monetary fines or suspension in accordance with APSBF's disciplinary regulations.

10 Consultation or Advice

This policy has been developed to provide guidance for APSBF members. APSBF members, who are unsure of their rights, liabilities or actions online and seek clarification, should contact the APSBF's Executive Officer for their State/Territory.