



WELLERS HILL BOWLS CLUB

Social Media & Digital Communication Policy

Policy Owner: Board of Management

Approved By: Board of Management

Date Adopted: 20 February 2026

Review Date: 20 February 2028



A volunteer-led community club since 1962
ABN: 65 705 576 413

Purpose

Wellers Hill Bowls Club is committed to fostering a respectful, inclusive, and safe community both on and off the green. This policy outlines the expectations for behaviour across all digital communication platforms associated with the Club.

As an affiliated club, we uphold the standards of Bowls Australia and expect members to communicate in a manner that reflects the values and reputation of our organisation.

Scope

This policy applies to all Full Members and Social Members of Wellers Hill Bowls Club, along with volunteers, staff, contractors, and guests participating in official Club communication channels.

It applies across all digital platforms connected to the Club, including Team App, social media pages, email, messaging groups, and any future online environments.

Expected Standards of Behaviour

Members are expected to:

Act with respect

Engage courteously and professionally. Offensive, abusive, discriminatory, or harassing language will not be tolerated.

Promote inclusion

Every member has the right to feel safe, respected, and welcome. Behaviour or language that marginalises, stereotypes, or demeans others is unacceptable.

Communicate constructively

Healthy discussion is encouraged; personal attacks, hostility, and deliberately provocative behaviour are not.

Pause before posting

If it would be inappropriate to say in person at the Club, it should not be posted online.

Protect privacy

Do not share personal information, images, or private matters without consent.

Represent the Club positively

Avoid posting content that could reasonably damage the reputation of the Club or the sport of bowls.

Unacceptable Conduct

Unacceptable behaviour includes, but is not limited to:



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- Bullying, intimidation, or harassment
- Discriminatory or hateful comments
- Excessive profanity or aggressive language
- Personal disputes conducted in public forums
- Knowingly sharing false or misleading information
- Posting content while affected by alcohol or heightened emotion
- Any conduct that may breach applicable laws or the Club Constitution

Moderation and Enforcement

To maintain a safe and respectful environment, the Board reserves the right to:

- Remove posts or comments
- Restrict or disable chat channels
- Issue formal warnings
- Suspend access to Club communication platforms
- Take disciplinary action in accordance with the Club Constitution

Actions will be applied fairly and in the best interests of the Club community.

Reporting Concerns

Members who experience or witness inappropriate online behaviour must submit a formal complaint via the Club's Complaints Form (<https://whbowls.org.au/complaints>). All complaints will be managed and investigated in accordance with the Club's Complaints Procedure. Reports will be handled respectfully and, where appropriate, confidentially.

Breaches of Policy

Failure to comply with this policy may result in disciplinary action, including suspension of online privileges or membership, consistent with the Club Constitution.

Policy Review

This policy will be reviewed periodically to ensure it remains aligned with best practice and community expectations.