



Southwell Park, Northbourne Ave
Lyneham ACT 2602
PO Box 423
Dickson ACT 2602
Tel: 02 6241 4088
Fax: 02 6241 2434
www.act.netball.asn.au

NETBALL ACT

POLICY DOCUMENT

POLICY NAME: Netball ACT Social Media Policy
DATE WRITTEN: 27 March 2013
DATE APPROVED: 20 May 2013
DATE UPDATED:
RESPONSIBLE OFFICER: General Manager, Netball ACT

1. PURPOSE

This policy is intended to protect the interests of Netball ACT; it's Districts; their members and associated stakeholders by defining the requirements expected in the use of social media.

Netball ACT embraces the use of online social media and recognises its importance as a corporate communications tool and an opportunity to build an engaged community of netball fans in the ACT, Australia and around the globe.

The appropriate and responsible use of all social media platforms such as Twitter and Facebook offers athletes, teams and netball organisations the opportunity to connect with fans and become more real and accessible than ever before.

Along with those benefits are associated risks to the reputation of the organisation, its members and followers and individuals who might interact with the organisation through social media channels.

2. DEFINITION OF SOCIAL MEDIA

Social media includes, but is not limited to, the generation or sharing of content by an individual. It can include (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 include Pinterest, 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 or other editable page.

Netball ACT and its Districts have long histories and are highly respected organisations. It is important that Netball ACT and the affiliated District's reputation is not tarnished by anyone using

social media tools inappropriately, particularly in relation to any content that might reference the organisation.

3. INTENT OF THE POLICY

Appropriate use of social media relies on good judgment and common sense. The immediate, public and permanent nature of social networking expose the organisation, competitions, teams and athletes to a degree of risk.

The policy has been developed to provide clarity on how we conduct ourselves in the emerging and ever evolving world of online social media. The guidelines contained in this policy are intended to help empower staff, Districts, players and people in the netball community to participate in this new frontier, but to do it sensibly and in a way that best represents the netball brand.

The policy also outlines our individual and collective responsibilities when using social media. This mostly comes down to personal good judgment about what material appears online, and in what context.

4. WHO DOES IT APPLY TO?

This policy applies to Netball ACT and its affiliated District members, staff or any individual representing themselves or passing themselves off as being a member of Netball ACT or an affiliated District.

When someone clearly identifies their association with Netball ACT or an affiliated District, and/or discusses their involvement in the organisation in areas defined as social media, they are expected to behave and express themselves appropriately, and in ways that are consistent with Netball ACT's stated values and policies:

- Enjoyment
- Access for all
- Honesty and integrity
- Professionalism
- Accountable and transparent
- Team work and cooperation

5. WHERE DOES IT APPLY?

This policy covers all forms of social media.

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 Netball ACT and its affiliated Districts members or staff where the member or staff makes no reference to Netball ACT and its affiliated Districts, its programs, competitions or related issues.

6. GUIDING PRINCIPLES

Due to the unique nature of sporting groups such as Netball ACT, 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 volunteer and member of Netball ACT and its affiliated Districts.

Netball ACT considers all members of Netball ACT and affiliated Districts as its representatives.

Honesty is always the best policy, especially online. It is important that Netball ACT's members think of the web as a permanent record of online actions and opinions.

When using the Internet for professional or personal pursuits, all members must respect Netball ACT and its affiliates Districts brand and fellow members and follow the guidelines in place to ensure Netball ACT and its affiliated Districts intellectual property, its relationships with sponsors and stakeholders and the rights of its members are not compromised, or the organisation is brought into disrepute.

7. USAGE

For Netball ACT and its affiliated District members and staff using social media, you must ensure you:

- Do not divulge personal information about yourself or others in your posts to social media channels (for example, email addresses, private addresses or phone numbers)
- Represent your own views and not impersonate or falsely represent any other person
- Are not abusive and do not harass or threaten others
- Do not make defamatory or libellous comments
- Do not use insulting, provocative or hateful language
- Do not use obscene or offensive language
- Do not post material that infringes the intellectual property rights of others

For Netball ACT and its affiliated District representative teams using social media, you must ensure you:

- Do not criticise other team members, opposition teams, and any coaching, support and administration staff involved in the delivery of a game or event or their performance
- Show respect to all other team members, opposition teams, and any coaching, support and administrative staff involved in the delivery of a game or event
- Provide a factual account of your own personal experiences
- Utilise social media in a time a place that is appropriate as determined by the governing policies of the organisation and the direction of team management

For Netball ACT and its affiliated District staff using social media, you must ensure you:

- Do not interfere with work commitments
- Abide by all existing policies and workplace rules and regulations

Furthermore, Netball ACT and its affiliated District members and staff may not use Netball ACT and its affiliated Districts 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 opinions shared are those of the individual, and do not represent or reflect the views of Netball ACT and its affiliated Districts.

8. BRANDING AND INTELLECTUAL PROPERTY (IP)

It is important that any trademarks belonging to Netball ACT or any District are not used in personal content such as websites, Facebook pages and Twitter accounts, without the prior consent of Netball ACT or the District.

Requests to use these logos should be directed to the General Manager, Netball ACT or the President of the corresponding District.

Trademarks include:

- Netball ACT and District logos (including but not limited to the organisations logo and logos that are designed for specific events from time to time);
- Netball ACT and District associated slogans;
- Images depicting members, volunteers, staff and/or equipment, where they can be identified as being part of the Netball ACT or the District, except with the permission of those individuals and within other stated guidelines;
- Other Netball ACT and District iconic imagery or official uniforms

9. USE OF OFFICIAL ORGANISATION SOCIAL MEDIA PRESENCE OR PROFILES

When creating a new website, social networking page or forum for staff or members use, care should be taken to ensure the appropriate person at the District, Netball ACT or Netball Australia has given written consent to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of minor children may not be replicated on any site without the written permission of the child's parent and/or guardian.

For official Netball ACT and affiliated District 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;

Netball ACT and its affiliated District employees must not use Netball ACT or the Districts online pages to promote personal projects and all materials published or used must respect the copyright of third parties.

10. CONSIDERATION TOWARDS OTHERS WHEN USING SOCIAL NETWORKING SITES

Netball ACT and affiliated District members and staff must recognise that it may not be appropriate to share certain photographs, videos and comments. In certain situations, Netball ACT and affiliated District members or staff could potentially breach the privacy act or inadvertently make Netball ACT or the District liable for breach of copyright.

Netball ACT and affiliated District members or staff should be considerate to others in such circumstances 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.

Netball ACT and affiliated District staff should not be seen to be in a position to be in photographs, videos or other social media content that might be considered controversial for Netball ACT or the affiliated Districts if it can in any way be linked to their role in Netball ACT or the affiliated District, including:

- Being at a Netball ACT or affiliated District event or representing Netball ACT or affiliated District at an event
- Being in uniform whether public or private

Under no circumstance should offensive comments be made about Netball ACT and District members or staff online.

11. BREACH OF POLICY

Netball ACT and its affiliated Districts continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to the General Manager – Netball ACT or the corresponding District President.

Depending on the severity of the breach, Netball ACT and the affiliated Districts will deal with the offence through its internal policies and process (e.g. Netball ACT Staff Handbook and Working Guidelines, Athlete Code of Conduct etc.) or via the Netball ACT By-Law 04/06 - Disciplinary Matters. Inappropriate use of social media could fall into the category of:

- Acted in a manner unbecoming of a Member or prejudicial to the objects and interest of Netball ACT and/or netball: or
- Brought Netball ACT or netball into disrepute

In such circumstances where a breach is deemed to have occurred, Netball ACT may impose sanctions which include but are not limited to:

- A reprimand
- A direction to make verbal or written apology
- Placing the individual on a bond
- Imposing a fine
- Imposing a ban on taking part in any Netball ACT related activity
- Suspension from participation in a match or matches

12. CONSULTATION OR ADVICE

This policy has been developed to provide guidance for Netball ACT and its affiliated District members and staff in a new area of social interaction. Netball ACT and its affiliated District members or staff who are unsure of their rights, liabilities or actions online and seek clarification, should contact the General Manager – Netball ACT.