

SOCIAL MEDIA POLICY



March 2022

Purpose

The purpose of this policy is to outline the expectations of the use of social media for members and related participants of the Essendon Netball Club (ENC). This policy identifies some of the key risks associated with the use of social media that might:

- impact the reputation or interests of the ENC;
- impact other members or related participants of the ENC; and
- be incompatible with a member's or related participant's duties and obligations, including under other policies of the ENC such as the ENC Privacy Policy and the Netball Victoria Child Safety in Netball Policy and related Child Safety in Netball Code of Conduct (as adopted by ENC), as varied or replaced from time to time.

Application

This policy applies to members of ENC and related participants, including but not limited to players, committee members, coaches, volunteers and the parents and or guardians of players under the age of 18 (collectively, related participants), in respect of their use of social media to promote or represent the ENC, and personal social media use where that use may affect or impact the ENC.

The expectations outlined in this policy are not intended to be exhaustive and do not anticipate every possible use of social media. All members and related participants are encouraged to act with caution when using social media while promoting or representing ENC and personally, and take into account the underlying principles of this policy.

Scope

For the purposes of this policy, social media consists of websites and applications that allow users to create and share content and to digitally communicate with others. Social media occurs in a variety of formats and can include, but is not limited to:

- multi-media messages, Facebook Messenger, WhatsApp, and any other messaging service;
- social networking sites (e.g. Facebook, MySpace, Yammer, LinkedIn or Google+);
- video and photo sharing sites (e.g. Flickr, YouTube, Snapchat, Instagram and Pinterest);
- micro-blogging sites (e.g. Twitter and Tumblr);
- forum and discussion groups (e.g. Yahoo! groups, Whirlpool and Google groups);
- wikis and online encyclopaedias and collaborations (e.g. Wikipedia);
- media sites hosting articles with comments (e.g. newshub, or the "comments" or "your say" feature on smh.com.au);
- podcasting sites (e.g. SoundCloud);
- online gaming platforms (e.g. Second Life and World of Warcraft); and
- geo-spatial tagging sites (e.g. Facebook check-in).

Without limiting the relevant duties and obligations on social media, when using social media, a member or related participant must not:

- harass (including sexually harass), victimise or bully other members or related participants in any way, or unlawfully discriminate against other members or related participants or third parties, in breach of other ENC policies or the law;
- breach an obligation to maintain confidence and privacy;
- breach the Netball Victoria Child Safety in Netball Policy or Child Safety in Netball Code of Conduct; and
- breach the law (including any laws relating to copyright, or misleading and deceptive conduct).

Using social media in connection with the ENC

Only a ENC Committee member or their delegated representatives may use social media to distribute content on behalf of the ENC to any official social media account of the ENC.

When accessing social media platforms in connection with ENC, all members and related participants:

- must be polite and respectful, including of the opinions of others, at all times;
- should be mindful that posts may be read by people from a variety of backgrounds who may not share or understand their sense of humour;
- must not infringe another person's confidential information and intellectual property rights, including the ENC's confidential information and intellectual property rights.

Personal social media use which affects the ENC

A member or related participant may have obligations to ENC that arise when using social media:

- when acting in an official and unofficial capacity; and
- even when posting material anonymously, or using an "alias" or pseudonym.

When using social media in a private capacity, members and related participants must:

- behave in a way that upholds the good reputation of ENC;
- be aware of their association with ENC and be mindful that their posts can reflect on the ENC, particularly if the person identifies or could reasonably be identified as one of the ENC members or related participant;
- where a member or related participant is identified, or could reasonably be identified, as a member or related participant of the ENC, be polite and respectful of the opinions you express of others at all times;
- not communicate or participate in content that is obscene, disparages, denigrates, unreasonably criticises, defames, threatens, bullies, harasses, victimises or discriminates against the ENC, a member, related participant of the ENC, a sponsor or any other related party of the ENC;
- where a member or related participant is identified, or could reasonably be identified, make it clear that they are expressing their own personal views so that their comments are not perceived to be made on behalf of the ENC;
- not suggest or imply that the ENC endorses their personal views or opinions;
- not include any branding, logo or other trademark of the ENC in any social media posting or on a social media profile, unless expressly authorised by ENC Committee; and
- not make false or misleading statements about the ENC, members, related participants, sponsors or related parties of the ENC, or about the ENC's operations or services.

Other policies

Social media should not be used in a way that breaches any of ENC's other policies, as amended or replaced from time to time.

The ENC has adopted the Netball Victoria Child Safety in Netball Code of Conduct and Child Safety in Netball Policy (Netball Victoria Requirements), as amended or replaced from time to time. As such, the ENC, its members and related participants are expected to comply with the Netball Victoria Requirements.

Breach of this policy

If a member or related participant breaches this policy, they may be subject to disciplinary action in accordance with the ENC Discipline Policy, as amended or varied from time to time.

A member or related participant may also be required to remove social media content, including on a personal social media account that the ENC reasonably considers constitutes a breach of this policy.

Other matters

If a member or related participant has a concern about the application or enforcement of this policy, or wishes to report an alleged breach of the policy, please refer to the ENC Grievance Policy, as amended or varied from time to time.

This policy does not form part of any contract between a member or a related participant and the ENC. Any reference to obligations or requirements of the ENC in this policy is not intended to give rise to contractual obligations binding on the ENC.

Related Documents

ENC Privacy Policy

ENC Discipline Policy

ENC Grievance Policy

Netball Victoria Child Safety in Netball Policy

Netball Victoria Child Safety in Netball Code of Conduct

The ENC may amend, vary or replace this policy at any time