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# NETBALL ACT

## POLICY DOCUMENT

<b>POLICY NAME:</b>	Social Media and Cyber Safety Policy
<b>DATE APPROVED:</b>	5 November 2020
<b>DATE UPDATED:</b>	15 September 2021
<b>NEXT REVIEW DATE:</b>	15 September 2023
<b>RESPONSIBLE OFFICER:</b>	Chief Executive Officer (CEO), Netball ACT

### 1. Introduction

Netball ACT (NACT) is committed to fostering an environment in which people are treated with respect and are protected from all forms of abuse. NACT recognises the benefits of social media and embraces its ability to share information, raise awareness and connect people. However, NACT is aware of the negative impacts of misusing information and of cyber bullying. This policy aims to inform the NACT community of their responsibility to promote safe and positive social media use. NACT expects District Associations to apply this policy to their own use of social media.

## **2. Definition**

2.1 Social media is a collective term for websites and applications that enable users to create and share content and to participate in social networking. Social media tools enable community-based input, interaction, content-sharing and collaboration. It can include, but is not limited to:

- Social networking platforms
- Media sharing networks
- Instant messaging
- Blogging and publishing networks
- Podcasting platforms
- Sporting team apps
- Discussion forums
- Booking and content creation networks
- Music sharing networks
- Gaming networks
- Social review networks

## **3. Scope**

3.1 This policy applies to:

- a) Staff members, volunteers, representative athletes, umpires, coaches, and other individuals that represent NACT. Staff members are subject to additional responsibilities as outlined in their Employee Handbook.
- b) Any individual or group that posts, shares or creates content on social media in relation to NACT that may affect NACT's business, services, events, sponsors, members or reputation.
- c) Members of the NACT community seeking to raise a concern about online activities which relate to NACT and its members.

#### **4. Guidelines for acceptable use**

- 4.1 Netball ACT will not tolerate abusive, discriminatory, intimidating, or offensive statements made online.
- 4.2 All people bound by this policy should not post, send, forward or use any inappropriate information or material in any form of social media which could adversely impact NACT, its staff and volunteers, sponsors and other netball participants. This includes but is not limited to material which is:
- Intended to (or could possibly) cause insult, offence, intimidation or humiliation
  - Defamatory
  - Contains any form of confidential information.
- 4.3 Frustration at an umpire, official, teammate or coach should never be communicated on social media or on the internet. These issues should instead be addressed to NACT or the relevant District Association or Club.
- 4.4 Where a crime has been committed, the perpetrator may be subject to a criminal investigation by police over which NACT and District Associations will have no control. This particularly applies to unlawful conduct associated with social media or online platforms (under the *Crimes Act 1900*, sections 64, 64A and 65) which includes, but is not limited to using a child to produce child exploitation material, or trading in or possessing child exploitation material.

#### **5. Professional and organisational use of social media**

- 5.1 This section refers to people that represent NACT, as referred to in section 3.1a, that use social media in their professional, organisational or representative capacity. They must abide by the guidelines in section 4.
- 5.2 Professional and organisational use of social media:
- Must be authorised by NACT
  - Must not bring NACT or the sport of netball into disrepute
  - Must abide by all existing policies
  - Must not publish or comment on information that is confidential or in any way sensitive to Netball ACT, its affiliates, partners or sponsors
  - Must not include false or misleading claims. If these are made, NACT must rectify these claims at the earliest opportunity

- Must not use the NACT brand to endorse or promote any product, opinion or cause, unless authorised.
- 5.3 A breach of section 4 and of section 5.2 by any representative of NACT may be addressed according to relevant clauses in the Constitution and relevant by-laws, policies and rules.
- 5.4 NACT has a responsibility to monitor its social media pages to protect the community from harmful or misleading content. Material that is genuinely harmful should be removed. NACT social media administrators may find it necessary to take further measures, such as reporting users on the platform.

## **6. Personal use of social media**

- 6.1 This section refers to:
- a) Representatives of NACT using social media in their personal capacity
  - b) Any individual or group that posts, shares or creates content on social media in relation to NACT that may affect NACT's business, services, events, sponsors, members or reputation.
- 6.2 Conduct on social media, even in a personal or anonymous capacity, can affect NACT and its reputation. Representatives of NACT using social media in their personal capacity must:
- Abide by the guidelines in section 4
  - Ensure that their personal use of social media does not:
    - Bring NACT or the sport of netball into disrepute
    - Publish or comment on information that is confidential or in any way sensitive to Netball ACT, its affiliates, partners or sponsors
    - Include any false or misleading claims relating to NACT
    - Use the NACT brand to endorse or promote any product, opinion or cause, unless authorised.
  - Ensure that any trademarks belonging to Netball ACT, including logos and slogans, are not used inappropriately. Inappropriate use includes impersonation of NACT and any other use that would bring NACT into disrepute.
- 6.3 Members of NACT that fail to abide by the guidelines in 6.2 will be addressed according to relevant clauses in the Constitution and relevant by-laws, policies and rules.
- 6.4 NACT will not engage with individuals and groups online that behave in a manner contrary to its policies and codes of conduct. Where individuals and groups that are not

members of NACT are using social media in a way that is harmful to NACT or its members, appropriate action will be taken.

## **7. How to raise a concern**

- 7.1 This section refers to members of NACT that seek to raise a concern about online activities that relate to NACT or its members.
- 7.2 Members should address their concerns in writing to NACT and must clearly specify the conduct that is in breach of this policy. NACT will assess the complaint and decide on an appropriate course of action. Matters will be dealt with in accordance with relevant clauses in the Constitution and relevant by-laws, policies and rules.
- 7.3 Members should inform the police if the conduct may be unlawful and/or the content is of a sexually explicit nature.

## **8. Further resources**

- 8.1 The following resources are designed to support positive social media use and to reduce the associated risks:
  - Office of the eSafety Commissioner: <https://www.esafety.gov.au/>
  - ThinkUKnow Australia: <http://www.thinkuknow.org.au/>
  - AIS Social Media Guidelines: <https://www.ais.gov.au/networks/social-media-principles>