



SOCIAL MEDIA POLICY - MEMBERS

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Person responsible for review:	Operations Manager
Board Member consulted:	Melissa Kingston

Members' Social Media Policy

Frankston & District Netball Association (FDNA) supports the use of social media as a way of promoting our teams and members, and as a way for members to communicate.

For the purposes of this policy FDNA includes Peninsula Waves, Squad and any other part of the Association.

The purpose of this policy is to establish clear procedures and guidelines for the use of social media within the Association and for all Association members representing FDNA.

Scope

This Policy applies to all FDNA members and employees.

For the purpose of the Policy “member” means any person participating in a Peninsula Waves or FDNA Squad program (in any role).

For the purpose of the Policy “Employee” means persons working at FDNA including ongoing and temporary employees, contractors, consultants, board members, volunteers, trainees and students on work experience.

Anyone wearing FDNA or Waves branded apparel is considered to be representing the Association and therefore expected to comply with this Policy.

Definitions

For the purposes of this policy, ‘social media’ means internet-based applications & websites used for social networking/interaction, sharing of information/content and creation of communities through online networks of people. Examples of social media to which this policy relates includes, but is not limited to:

- Social networking sites e.g. Facebook, LinkedIn, Twitter
- Video and photo sharing sites e.g. YouTube, Flickr, Instagram, Tik Tok
- Weblogs including corporate blogs and personal blogs
- Forums and discussion boards
- Online encyclopaedias such as Wikipedia
- Any other websites that allow individual users or companies to use simple publishing tools

Representing company in social media

When you post information or material ('content') on social media sites representing FDNA you must:

- Ensure that the content you post is not obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity (
- Ensure that any music/lyrics used does not include swearing and/or sexualised language and/or movement (direct or implied)
- Ensure that the content you post complies with Netball Victoria's Child Safety Framework
- Ensure that the content you post is factually accurate and complies with relevant FDNA policies.
- Ensure that the content you post does fall outside of your area of knowledge or expertise.
- Ensure that the content you post is not confidential or commercially sensitive
- Ensure that the content you post does not include another person's personal information without their express written consent.
- Ensure that the content you post does not breach applicable legislation including laws relating to copyright, privacy, financial disclosure, discrimination/equal opportunity and defamation.
- Be respectful of all individuals and communities with whom you interact online.
- Be polite and respectful of others' opinions.

Internal platform for social media

Peninsula Waves and/or FDNA Squad teams may establish their own social media groups for communication from time to time. FDNA provides appropriate channels for communication (e.g Yammer, Team App) and no Coach, Official or other employee shall accept any request to join a social media group/platform. This is particularly relevant where the communication is between members under 18 years of age: membership of any such group will be considered to be a breach of the Association's Child Safety Framework.

External platform for social media

When using external social media sites, members and employees must ensure that they do not make disparaging remarks against the organisation and/or its members. Any breaches of this policy will result in disciplinary action as detailed below.

Members should take care with the information they publish into the public domain about the organisation, the people they interact with and the programs they participate in.

A breach of this policy may result in disciplinary action being taken including removal from a program. Disciplinary action includes the possibility that a breach may be deemed serious misconduct.

Material posted by others

Should a member become aware of any inappropriate content posted on social media platforms relating to the organisation, its employees or members they should notify the VNL Administrator or Marketing Manager.

The poster will be contacted and instructed to remove the content. Disciplinary action in accordance with the Constitution, By-Laws or other relevant framework may be taken. Consequences may include suspension and/or termination of membership, or other action as appropriate at law.

Consequences of breaches of policy

Social media usage may be monitored by the organisation. Breaches of this policy will be subject to appropriate disciplinary action, up to and inclusive of expulsion from the Association.