



# DIGITAL COMMUNICATION POLICY

Current version:	4
Last reviewed:	October 2025
Next review date:	July 2026
Person responsible for review:	Marketing and Communications Manager

# Digital Communication Policy

Frankston & District Netball Association (FDNA) supports the use of digital platforms as a way of promoting our programs and organisation. For the purposes of this policy FDNA includes Jubilee Park Stadium (JPS), Peninsula Waves, Squad, Employees and all other parts of the Association.

This policy operates in conjunction with the Internet and Email policy, letter of offer & relevant volunteer agreements.

The purpose of this policy is to establish clear procedures and guidelines for the use of social media within and around the organization

## Scope

This Policy applies to all FDNA employees, members and participants. For the purpose of the Policy "employee" means persons working at FDNA including ongoing and temporary employees, contractors, volunteers and members.

The scope of this policy also extends to all visitors and participants at Jubilee Park Stadium, including those from sports & activities other than netball.

## Definitions

For the purposes of this policy, 'digital media' means websites and internet-based applications 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 platforms
- Video and photo sharing platform
- Podcasts and blogs
- Forums and discussion boards
- Online encyclopedias such as Wikipedia
- Google, Google My Business
- Any other websites and/or platforms which allow individual users or companies to use publishing tools

## Representing the Association in digital media

Permitted posts relating to FDNA activities via digital media channels will generally be:

- Part of a marketing strategy developed by the FDNA Marketing team, overseen by the Marketing & Communications Manager.
- Part of an overall communication strategy targeting specific stakeholder groups.
- Part of an approved approach to communicating information regarding FDNA to its customers and wider community e.g. updates via Twitter or LinkedIn groups on FDNA happenings.

An employee must have approval from the Marketing & Communications Manager, before being permitted to represent FDNA on digital media channels by communicating ('posting') on social media sites on FDNA's behalf.

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

- Ensure that the content you post is factually accurate and complies with relevant FDNA policies.
- Ensure that the content you post does not constitute legal advice or fall outside of your area of knowledge or expertise.
- Ensure that the content you post is not obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including FDNA, its employees, its customers, its suppliers, its members, its contractors, its partners, its competitors and/or other business related individuals or organisations.
- Ensure that the content you post is not confidential or commercially sensitive to FDNA, its employees, customers, suppliers, members, contractors, partners, competitors and/or other business related individuals or organisations, or otherwise inappropriate for communication via these channels.
- 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/which you interact online.
- Be polite and respectful of others' opinions.

## **Internal platforms for social media**

FDNA has its own internal platforms which includes, however is not limited to, FDNA Team App pages and similar. Internal platforms are overseen by the Operations Manager and are available for internal audiences only. Any unauthorised distribution of internal content is a breach of this policy and will result in disciplinary action.

Peninsula Waves and/or FDNA Squad teams may establish their own platforms for communication from time to time. FDNA determines the appropriate channels for communication (e.g. 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.

Staff should also be aware that the use of digital communications and platforms of social media such as Twitter, Facebook, LinkedIn and You Tube in work and private time can amount to discrimination, harassment or bullying of staff or other persons staff come into contact within the course of their employment. This would be the case if uploaded content comes under the definitions of harassment, vilification, discrimination or bullying outlined in this policy.

## **External platforms for social media**

When using external digital platforms, employees must ensure that they do not make disparaging remarks against the organisation, its' employees, sub-contractors, suppliers and members. Any breaches of this policy will result in disciplinary action.

Staff should take care with the information they publish in the public domain about the organisation, the people they work with and the type of work they do.

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

## **Material posted by others**

Should an employee become aware of any disparaging comments made on social media platforms relating to the organisation, its employees, sub-contractors, suppliers or customers they should notify their manager

Offending posts will be deleted and the person responsible for the post will be contacted. 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 termination of employment or other action in accordance with relevant frameworks.