



## Comms and Social Media Guidelines

2015

## Our Club Commitment

Electronic communication is essential for sharing club news and information with our members. Our communication will be timely, appropriate and related to club business. This policy covers all individuals involved in the Sandy Starlets Netball club at all levels and grades, including committee members, coaching staff, team managers, volunteers, parents and players, (collectively referred to as members in this policy). We use a range of electronic tools to communicate with our members; primarily email, SMS, Facebook Group and our Club website.

## What we will do

- Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.
- A Communications Manager has been appointed to provide accountability and control over material published on our club's Website and any related discussion groups or our Facebook Group page.

## Website

Our website will include current information on competitions, social events, committees, sponsors, policies, Constitution, rules and by-laws.

- No offensive content or photos will be published.
- If we intend to publish a photo of a child on the club website, we will first check that parental permission has not been withdrawn via the official Club email notification sent to members at the start of the season. We will take care not to provide identifying information.
- We will seek feedback from members to improve the information available on the site.

## Email and SMS

Committee members, coaches and team managers may use SMS and email to provide information about competition, training, club-sanctioned social events and other club business, however:

- SMS messages should be short and about club/team matters.
- Email communication will be used when more information is required.
- Communication involving children will be directed through their parents.

## Sandy Starlets Facebook Group

Online collaboration platforms fundamentally change the way Sandy Starlets Netball Club can work and engage with parents, members, sponsors and the broader community. As a community-based sporting club, it is important that contributions are communicated in public dialogue on a broad range of topics and that we share with our membership the exciting things we are learning and doing at the club. As such, we treat all social media postings, blogs, and status updates as public 'comment'.

In order to maintain privacy, Sandy Starlets Netball Club has chosen to create a private Facebook Group for club members only. This means that only club members will be invited to join the group, the page is not accessible/visible to group members' Facebook friends or the general public. Posts (written, photos or videos) will be monitored by the club's Social Media Co-ordinator, they will be family-friendly and feature positive club news and events.

- No personal information about our members will be disclosed and no tagging of photos will occur; team names may be used in posts.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring our club into disrepute.
- Abusive, obscene, discriminatory, intimidating or offensive statements will not be tolerated. Photographs will be monitored for permission granted through the player registration form and offending posts will be removed and those responsible will be blocked from the site.
- Copyright will be respected at all times and original source approvals will be sourced for content not owned by Sandy Starlets Netball Club.

## What we will ask you to do

We expect our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites and the club Facebook Group page.

## Electronic and Social Media Communication

- Should be restricted to club matters.
- Must not offend, intimidate, humiliate or bully another person.
- Must not be misleading, false or injure the reputation of another person.
- Should respect and maintain the privacy of members; photograph permission must be checked either with the Social Media Co-ordinator or the parent of the player/s involved.
- Must not bring the club into disrepute.
- Must be written in the first person and that the views expressed are your own.
- Respect copyright, fair use and financial disclosure laws.
- Must never discuss sensitive matters pertaining to the club and/or its members.
- Refrain from any business promotion that has not received approval from the Communications Manager.
- Coaches and others who work with children and young people must direct electronic communication through the child's parents.
- Avoid misusing Sandy Starlets logo or club name as your screen name or for social media ID.
- Use only the hashtags #sandystarlets or #sandystarletsnetballclub when sharing content about the club.

## Non-Compliance

Members may face disciplinary action or expulsion from the club for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our member protection policy or code of conduct.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.