



netball
NEW SOUTH WALES

Netball NSW

Social Media Policy

Adopted by New South Wales Netball Association Ltd at its Board Meeting and effective as at 14 September 2021.

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1 Introduction

The Netball NSW Social Media Policy (Policy) aims to ensure that Netball NSW's core values, good reputation and positive behaviours and attitudes are maintained. To achieve this, it is vital that every person involved in Netball is treated with respect and dignity, and is safe and protected from abuse. Netball NSW acknowledges that the safe environment we wish to maintain for our Netball family is not solely confined to the netball court; it includes maintaining a harmonious environment during all activities related to and/or that have a connection with Netball.

Netball NSW are enthusiastically involved with the use of Information and Communication Technologies (ICT) devices and technologies which bring a great deal of benefits to Netball NSW, our Members and partners. Netball NSW recognises that social networking through the use of a range of internet-based and other electronic Social Media platforms are integrated into everyday life. They should be embraced as an important technique to ensure that Netball NSW Members and Affiliates remain connected and informed. For this reason, Netball NSW is committed to supporting people's rights to interact socially through electronic communication, blogging, microblogging, video and audio sharing sites, wikis and other interaction via Social Media. However, Netball NSW is also acutely aware of the potentially adverse implications stemming from the misuses of ICT and Social Media and the possibility for these negative outcomes to create an environment where Members are not safe from harm or abuse.

For this reason, Netball NSW has developed this Policy in order to strike a balance between the indisputable benefits of ICT and the need to ensure that our Members are treated with respect and dignity, and to the extent that we are able to, protect our Members and Affiliates from abuse.

2 Definitions

Affiliate means a Premier League Licensee, Association or Club, howsoever described, whether incorporated or unincorporated, a company limited by guarantee or otherwise, which is a member of Netball NSW.

Content means any image, words, sounds or drawings however they appear.

Cyber Abuse is behaviour that uses technology to threaten, intimidate, harass or humiliate someone, with the intent to hurt them socially, psychologically or even physically.

Cyber Safety refers to the safe and responsible use of the internet and ICT equipment / devices, including mobile phones.

ICT means Information and Communication Technologies being the set of technologies developed to manage information and send it from one place to another such as computers and mobile telephones.

ICT Equipment / Devices includes any electronic device which can be used to communicate via the internet.

Inappropriate Material means the conduct outlined in clause 4.2.

Individual Member (Member) means a natural person who is a registered financial member of Netball NSW.

Netball means the sport or game played under the Rules of Netball determined or adopted from time to time by Netball NSW.

Netball Activity means Netball competitions, matches, training and/or events organised, controlled or sanctioned by Netball NSW and /or its Affiliates.

Netball NSW means the New South Wales Netball Association Limited.

Participant means a person who participates, including but not only as official, coaches, players or umpires, parents, guardians and spectators in a Netball Competition organised, controlled or sanctioned by Netball NSW or an Affiliate.

Policy and This Policy mean the Netball NSW Social Media Policy as amended from time to time.

Social Media means the collective of online communications channels dedicated to community-based input, interaction, Content-sharing and collaboration. Examples of Social Media platforms include but are not limited to Facebook, Instagram, Twitter, Snapchat, Tik Tok, Reddit and Tumblr.

3 When does this Policy Apply?

3.1 Who is captured by the Policy?

3.1.1 This Policy will apply when a Member or Affiliate uses Social Media or any other ICT in the following circumstances:

- a) If the Member or Affiliate posts Content on Social Media or via any other ICT that amounts to a breach of this Policy as set out in Clause 4, as amended from time to time; or
- b) Where a Member or Affiliate posts Content on Social Media or via any other ICT that might otherwise affect the business, products, services, events, sponsors, members or reputation of Netball NSW and/or an Affiliate or bring Netball NSW and/or an Affiliate into disrepute.

3.1.2 Where Content has been posted on an official Netball NSW or Affiliate Social Media platform (or via any other official ICT such as official Affiliate email accounts), Netball NSW or an Affiliate will treat the Content as having being posted/sent by the specific individual.

NOTE: This Policy and particular Clause 3.1.1 does not apply to the use of a private Social Media or other ICT where there is no reference to Netball NSW or an Affiliate.

For the avoidance of doubt, Netball NSW recognises that in the majority of cases Members are not contracted, professional athletes. Therefore, Netball NSW or its Affiliates do not hold its Members to the same standards as professional athletes and will not take action in circumstances where the only connection to Netball is that one or more of the persons involved are participants in a Netball Activity in whatever capacity.

Messages in private “chats” or instant messages will not be captured under this Policy. Circumstances involving private chats should be dealt with under the Netball NSW Member Protection Policy (e.g. where the conduct constitutes bullying, sexual harassment etc.) or the Netball NSW Grievance and Dispute Resolution Policy if deemed appropriate.

4 Breach of Policy

4.1 It is a breach of this Policy for any Member or Affiliate to which this Policy applies to have been found to have:

- a) posted Inappropriate Material (see Clause 4.2) via Social Media or via another ICT; or
- b) posted Content on Social Media or via another ICT which has, or could be reasonably be expected to have a negative impact on the business, services or reputation of Netball NSW or an Affiliate, or which otherwise brings Netball NSW or an Affiliate into Disrepute.

4.2 For the purpose of Clause 4.1(a) above, Inappropriate Material includes, but is not limited to:

- a) Content which is intended to harass, intimidate, bully, threaten or humiliate another Participant; or
- b) Any Content relating to, or involving child abuse as defined in the Netball NSW Member Protection Policy and relevant state and federal legislation; or
- c) Any Content which should be considered discriminatory against another Participant in accordance with the Netball NSW Member Protection Policy and relevant state and federal legislation; or
- d) Any sexually explicit Content, or Content which constitute sexual harassment of another person in accordance with the Netball NSW Member Protection Policy and relevant state and federal legislation; or
- e) Any Content which amounts to victimisation of another person as defined in the Netball NSW Member Protection Policy; or
- f) Any Content which amounts to Cyber Abuse of another person.

5 Procedure of Handling Alleged Breaches of the Policy

- 5.1 Allegations of breaches of this Policy should be investigated and managed in accordance with the policies and procedures as set out in Attachment B to the Netball NSW Member Protection Policy – Complaint Handling Procedures (the **Procedures**). The Procedures are available at the following link: [14. NNSW MPP- Attachment B - Complaints Handling Procedures 2Jan2019.pdf \(netball.com.au\)](#).
- 5.2 Applicable sanctions for breach of the Policy are outlined in the Procedures.
- 5.3 Where appropriate Netball NSW and/ or an Affiliate may determine that a matter raised under this Policy represents a grievance only and therefore should be handled in accordance with the Netball NSW Grievance and Dispute Resolution Process.

NOTE: Any matter involving allegations of child abuse or harm to a child should be immediately and directly reported to Police

6 Recommendations for persons who feel they have been the victims of a misuse of Social Media or other ICT.

If any person feels that they have been the victim of a misuse of Social Media or other ICT, it is recommended that they:

- a) Save and store the offending material on their computer, mobile phone or other device (including by way of screen shots etc); and
- b) Inform the police immediately if the conduct may be unlawful and/or the Content is of a sexually explicit nature.

7 Individual Responsibilities

Individuals who are bound by this Policy are responsible for:

- a) Making themselves aware of the Policy and ensuring that their conduct does not represent a breach of this Policy under Clause 4; and
- b) Understanding the possible consequences of breaching this Policy.

8 Further Information

The following resources provide additional information on strategies and behaviours to avoid misuse of Social Media or other ICT and may be useful in assisting Affiliates to develop strategies to mitigate the risks associated with Social Media and other ICT:

- a) 'Recommendations and Strategies' identified by the Australian Signals Directorate to mitigate potential cyber intrusions. These recommendations can be found at the following link: [Strategies to Mitigate Cyber Security Incidents | Cyber.gov.au](#) → These guidelines can assist Members and Affiliates to be vigilant about the security of their

accounts and take all reasonable steps to protect themselves, for example, not sharing passwords or allowing others to log on to their individual accounts.

- b) Office of the eSafety Commissioner → [Homepage](#) | [eSafety Commissioner](#)
- c) Australian Signals Directorate - “Stay Safe Online” → [ACSC](#) | [Cyber.gov.au](#)
- d) ThinkUKnow Australia → [ThinkUKnow](#)