



Waratah Netball Club

Use of Social Media



1st August 2016

1. **Aim:**

- 1.1 These guidelines aim to provide best practice for Club members who participate in personal blogging or social media sites and applications.

2. **Background**

- 2.1 Social media has blurred the lines between people's personal and professional time and space. It is important to understand that the impact of a person's social media presence can have repercussions in both their personal and professional lives.
- 2.2 Active social media interaction by Club members in a personal capacity is encouraged as a medium of advocacy and self-expression, however, it is important that guidelines are in place to minimise the risk of social media engagement harming the member's or the Club's reputation.
- 2.3 These guidelines aim to provide best practice for employees who participate in personal blogging, agency blogging as well as other social media sites and applications.

3. **Guidelines**

- 3.1 Despite the existence of privacy options, many items published in social media are publicly accessible and it can be difficult to guarantee that sites are fully private. As such members should start with the assumption that anything they say can be read by anyone, anywhere, at any time and remember that the Internet has a long memory. Members should exercise good judgement when posting and be aware that inappropriate conduct can negatively affect our Club and themselves. The following guidelines are to be applied by Club members posting on social media:
 - Always apply the following test: "Would my coach or manager be happy to see this content published?"
 - Always act in a professional and constructive manner and use sound judgement before posting. Always be polite and respectful of individuals' opinions, especially when discussions become heated.
 - Show proper consideration for other people's privacy.
 - Be fair and respectful
 - Never post malicious, misleading or unfair content about your organisation, colleagues, competitors or other stakeholders.

- Do not post content that is obscene, defamatory, threatening or discriminatory to an individual, brand or entity. Do not post comments that you would not say directly to another person and consider how other people might react before you post.
- If you respond to published comments that you may consider unfair always be accurate and professional.

4. **Club Representation.** Anything posted by a member of the Club in respect to netball may be seen as coming from the Club. It is important that we maintain our reputation as a Club in which sportsmanship and fair play are our priorities. Therefore, members are to ensure that all posts of social media are in line with our Club mission.

5. **With Effect Date.** This policy is in effect 1st August 2016.