

SOCIAL MEDIA POLICY

1. PURPOSE

Social Media provides the Association with:

- the opportunity to inform the Association's community about matters relating to the Association and netball in general, such as key dates, events, achievements, and season activities, in a fast and easily viewed manner and;
- a means for the Association's community to engage with the Association and each other through online platforms that facilitate discussion and interaction.

The purpose of this Policy is to provide guidance around the roles and responsibilities for those who administer, develop Content for, and engage with the Association's Social Media Pages to ensure a safe and enjoyable online experience for the Association's community.

2. APPLICABILITY

- a. This policy applies to all Users, Contributors, and Socials Administrators.
- b. This policy applies at all times to Social Media Content that is shared by, to, or in relation to the Association or its activities.

3. DEFINITIONS

In this Policy, unless otherwise stated:

Association means Mandurah Netball Association;

Committee means the management Committee of the Association as elected under the Constitution;

Constitution means the constitution of Mandurah Netball Association Inc.;

Content means any material created or posted on, for use on, Social Media;

Contributor means any User, including Association staff and Committee members, who supplies content to the Socials Administrator to share on the Page;

Members means all affiliated members of the Association, including players, coaching and umpiring officials, volunteers, Clubs, and Club members;

Page means any Social Media pages or accounts being operated by the Association;

Policy means this Policy;

Social Media means any social media platforms used by the Association, including, but not limited to, Facebook, Instagram, TikTok, and X.

Socials Administrator means any individuals who have been appointed by the MNA Committee to have administrator or moderator access to the Association's Social Media;

User means any person who engages with the Association's Social Media Page by interacting with or sharing content to or from the Page.

4. CHANGES TO THE POLICY

This Policy may be cancelled, amended, or supplemented by the Association as and when it sees fit. Any variation will be given to Members in writing by the Association.

The Association will review this Policy on a regular basis to ensure that it remains effective in supporting the objectives and strategic direction of the Association, and to ongoing best practice governance.

5. THE POLICY

- a. Pages will be administered by the Socials Administrator only.
- b. All users, Contributors, and Socials Administrators are expected to engage with the Page in a manner that is appropriate and that will not damage the reputation of the Association.
- c. Socials Administrators responsibilities include:
 - i. Updating information on the page;
 - ii. Ensuring correct and appropriate use of the Page by all Users and Contributors.
 - iii. Moderating engagement on the Page, including by:
 1. Removing comments on Content that are considered inappropriate;
 2. Removing advertising and promotional material posted on the Page that was not authorised by the Association;
 3. Providing Users with reminders about the standards of behaviour that are expected when engaging with the Page where necessary, and;
 4. Removing or blocking Users who are using the Page inappropriately, whether consistently, deliberately, or otherwise, and;
 - iv. Any other responsibilities required by the Committee from time to time.
- d. Contributor responsibilities include:
 - i. Creating or sourcing Content for the Page;
 - ii. Supplying Content intended for use on the Page to the Social Administrator;
 - iii. Ensuring that the Content provided is accurate and appropriate for sharing with the Association's community, and;
 - iv. Any other responsibilities required by the Committee from time to time.
- e. User responsibilities include:

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- i. Interacting with the Page only using an account that clearly identifies them by their real name;
 - ii. Not advertising or promoting or promoting products or services on the Page without the permission of the Association, and;
 - iii. Any other responsibilities required by the Committee from time to time.
- f. When photos or videos of children are shared on the Page:
- i. The related Content should avoid including surnames of any children pictured in the image or accompanying text;
 - ii. The related Content should avoid including personal information such as residential address, email address, or telephone numbers;
 - iii. The related Content should avoid including information such as about hobbies, likes and dislikes, or school attended by any children pictured;
 - iv. The photos or videos shall not be indecent or inappropriate, and all individuals should be suitable clothed;
 - v. The related Content shall be relevant to netball, the activities of the Association, and the purpose of the post being made.

6. MANAGING THE BREACHES OF THIS POLICY

- a. There may be minor or major breaches of this Policy.
- b. The level of severity of a breach is to be determined by the Committee or another other delegated party.
- c. Minor breaches should be managed by providing education to those involved in the breach, including reminders about the standards of behaviour that are expected of Users, Contributors, and Social Administrators, as applicable.
- d. Major breaches should be managed by using the Association's Cyber Safety Policy.