



SPRINGWOOD SEALS NETBALL CLUB INC

Social Media Policy

1.0 Introduction

Springwood Seals is committed to the safety and wellbeing of children and young people who participate in our clubs activities and use our services. We support the rights of the child and will act at all times to ensure that a child safe environment is maintained. We also support the rights and wellbeing of our volunteers and encourage their active participation in building and maintaining a secure and safe environment for all participants.

2.0 Purpose

The main objective of this policy is to maintain appropriate etiquette on social media platforms whilst protecting the Springwood Seals brand. Our policy informs everyone involved in our club of their responsibilities and the standards of behaviour that are expected of them in the instance where social media platforms are used to distribute information regarding or representing Springwood Seals Netball Club. Information is also provided on how members can identify and effectively and efficiently report concerns relating to a child's safety.

3. Who Our Policy Applies To

This policy applies to everyone involved in the activities of our club whether they in a paid or unpaid/voluntary capacity including:

- club committee members, administrators and other club officials;
- coaches and assistant coaches and other personnel participating in events and activities, including training sessions, games, carnivals and fundraisers
- umpires and other officials;
- players;
- parents or guardians;
- spectators associated with Springwood Seals; and
- sponsors

3.0 Responsibilities

3.1 Individuals

Everyone associated with our club must:

- make themselves aware of the contents of this policy;
- comply with all relevant provisions of this policy, including the standards of behaviour outlined in this policy;



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- consent to the screening requirements set out in Springwood Seals' *Child Protection Policy*, and Queensland Government's Working with Children checks if the person holds or applies for a role that involves regular unsupervised contact with a child or young person under the age of 18, or where otherwise required by law;
- treat other people with respect;
- always place the safety and welfare of children above other considerations;
- be responsible and accountable for their behaviour;
- follow the guidelines outlined in this policy if they wish to make a complaint or report a concern about possible child abuse, discrimination, harrassment, bullying or other other inappropriate behaviour; and
- comply with any decisions and/or disciplinary measures imposed under this policy

3.2 Club

Our committee will:

- adopt, implement and comply with this policy;
- ensure this policy is enforceable;
- publish, distribute and promote this policy and the consequences of any breaches of this policy;
- promote and model appropriate standards of behaviour at all times;
- deal with complaints made under this policy in an appropriate manner;
- deal with any breaches of this policy in an appropriate manner;
- recognise and enforce any penalty imposed under this policy;
- ensure that a copy of this policy is made available or accessible to all people and organisations to whom this policy applies; and
- review this policy every 12-18 months;

4.0 Implementing the Policy

This policy will be effective from the date upon which it is adopted by the Springwood Seals Netball Club's committee. All committee members and volunteers will receive a copy of this policy upon its adoption and are expected to familiarise themselves with it. All members will be notified of this policy.

5.0 Monitoring Compliance

Compliance with this policy will be reviewed by the committee in direct liaison with coaches, managers and other volunteers as well as monitoring of Springwood Seals social media accounts, to ensure all club affiliates are commenting on and sharing information appropriately.



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6.0 Evaluation and Review

This policy will be annually reviewed and adjusted, as required.

7.0 Defining Social Media

Social media includes various websites and internet-based applications (i.e., Snapchat, Facebook, Instagram, Twitter) that enable users to create, share and exchange content whilst also participating in social networking.

Content is information used, created and/or shared on social media sites, in the form of text, audio, video, photographs, podcasts and/other mediums of communication.

8.0 Social Media Use

8.1 Individual Accounts

When using personal social media accounts, players, coaches, managers, umpires and other volunteers should not:

- make comment as a representative of the Springwood Seals Netball Club unless authorized by a committee member to do so;
- identify themselves in direct association with the Springwood Seals Netball Club unless authorized to do so;
- share content of other Springwood Seals Netball Club members without their consent; or
- use defamatory language relating to Springwood Seals Netball Club.

In the instance where coaches and managers wish to distribute and/or share information with parents, players and other family members, Heja is the preferred Springwood Seals. For further information on Heja, please refer to the following link: <https://heja.io/> All teams are strongly discouraged from creating private Facebook chats and/or groups for communication, unless pre-approved by the Springwood Seals committee.

8.2 Springwood Seals Accounts

Springwood Seals Netball Club has Instagram and Facebook accounts that are monitored and utilized by committee members to distribute information and provide updates on Springwood Seals related events to friends, family, players and the local community. The following guidelines are adhered to by Springwood Seals Netball Club when generating and producing content for their social media accounts:

- seeking permission from club members to use their personal information and/or photographs, prior to distribution of information;
- ensuring media consent forms are signed and updated annually for players, in the instance where their photographs are to be used and/or shared via social media;



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- respecting diversity of individuals within our club by presenting content in a non-discriminatory manner;
- having all content approved by the Springwood Seals committee prior to posting; and
- reviewing comments on posts by community members to ensure defamatory language, insensitive remarks and inappropriate behaviour does not occur.

8.3 Copyright and Fair Use

Our logo is owned by Springwood Seals and consists of a seal balancing a netball on its nose, the acronym S.S.N.C. and Est. 1991. The use or misuse of Springwood Seals logo is strictly prohibited. The logo is not permitted to be modified, reproduced and/or distributed without formal agreement obtained from the committee. Any amendment to the club's logo requires the passing of a special resolution at a general meeting.

9.0 Online Misconduct

Springwood Seals is committed to providing an environment, both physical and online, in which people are treated fairly and equitably and that is, as far as practicable, free from all forms of discrimination, harassment and bullying. We recognise that people may not be able to enjoy themselves or perform at their best if they are treated unfairly, discriminated against, harassed or bullied.

9.1 Discrimination

Discrimination is the unjust or prejudicial treatment of different categories of people, especially on the grounds of race, age, sex, and/or disability

9.2 Harassment

Harassment refers to aggression, pressure and/or intimidation of one person towards another, that causes emotional distress.

8.3 Cyberbullying

Cyberbullying can include posting hurtful messages or images, sending repeated and/or unwanted messages, excluding someone from an online group, or creating false social-networking profiles.

10.0 Responding to Social Media Breaches

Springwood Seals has zero tolerance in relation to discrimination, harassment and cyberbullying. In the instance where a suspected breach or online misconduct occurs, the committee will review any allegations of breaches of this policy and will take steps to minimise the risk of any further breaches. Breaches will be managed in a fair, unbiased and supportive manner. The following will occur:

- all people concerned will be advised of the process;



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- all people concerned will be given the opportunity to provide their versions of events;
- the details of the breach including the versions of all parties, and the outcome, will be recorded;
- matters discussed in relation to the breach will be kept confidential; and
- an appropriate outcome will be decided

This policy is endorsed by Springwood Seals Netball Club and was reviewed and approved at the general committee meeting on 12/04/2022. Should you suspect a breach of this policy or have any additional questions, queries or concerns, please contact the following committee members for Springwood Seals via email on sealsnetball@gmail.com