



SOCIAL MEDIA POLICY

Purpose

To ensure that all members and associates of the club understand the club rules on the appropriate use of its social media and the consequences of inappropriate use.

Social Media Definition

Social media refers to any online electronic / digital communication tools or functions that allow people to communicate and / or share content via the internet. This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Email and other computer based messaging (e.g Skype)
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

Policy

Montrose Netball Club ("MNC") is committed to keeping everyone associated with the club informed about club matters and to provide up to date details of forthcoming events, sharing club news and information, fixture changes etc. To achieve this MNC has developed a club Facebook page and club website. These communication networks are to be used for the above purpose only and is not a mechanism for members to hold discussions or for members to post inappropriate comments. Our Communications Coordinator will provide accountability and control over material published on our club Facebook page and clubs website.

This policy applies to any site that enables people to connect socially or provide opinion online. This policy also applies to all persons who are involved with the activities of MNC, whether they are in a paid or unpaid / voluntary capacity and including:

- Members / players (including life members of MNC)
- Persons appointed or elected to MNC committee and / or sub-committee/s
- Support personnel (including coaches, team managers, umpires and other officials)
- Spectators and family members.

Social Media Policy (cont'd)

Committee Responsibilities

- MNC Committee will attempt to keep its club Facebook page and club website current and informative as a service to members
- MNC Committee will from time to time, use the club Facebook page and club website to present members with sponsor information and special deals
- MNC Communication Coordinator will provide accountability and control over material published and comments posted and he / she will be required to report any inappropriate use to the Executive Committee
- MNC Communication Coordinator has the right to deny access to our club Facebook page to any person who is not associated with the club and has the right to block access to any person who misuses the page
- The MNC Committee reserves the right to request a personal social media group be closed down without notice if members comments fall under the 'inappropriate use of social media' heading below.

Members Responsibilities

All members must adhere to the following guidelines when using social media related to MNC or its products, competitions, teams, participants, services, events, sponsors, members or reputation:

- Members are reminded when they are creating their own personal social media groups that they are representing the Montrose Netball Club and must adhere to appropriate use (e.g. private closed team member Facebook group)
- Creating or exchanging messages / comments that are offensive, harassing, obscene or threatening – any misuse of this nature will result in an instant block from the page and club disciplinary measures. Any breach of this nature is considered serious
- Not obtaining express permission from an individual to use a direct, clearly identifiable image of that person
- Exchange of any confidential or sensitive information held by the club relating to individuals, other clubs, other community stakeholders.

Complaints Procedure

Any person who has a concern about the contents of the club Facebook page, club website or a personal social media group are requested to email your concern through to the club email. Any alleged breaches of this social media policy may be investigated according to MNC's Complaints and Grievances policy.

Where it is considered necessary, MNC Committee may report a breach of this social media policy to police.

Next Policy Review Date: April 2019