

SOCIAL MEDIA AND photography policy

**Policy overview and purpose**

Social media is changing the way we communicate and is an important tool in the marketing of Rovers Netball Club and the Alice Springs Netball Association (“ASNA”).

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. This policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Rovers Netball Club. This policy contains Rovers Netball Club guidelines for the Rovers Netball club community to engage in social media use. It also includes details of breaches of the policy.

**Scope of policy**

Social media refers to any online tools or functions that allow people to communicate and/or share contact via the internet.

This social media policy applies to platforms including but not limited to:

* Social networking sites – Facebook, Twitter, LinkedIn, Google+);
* Video and photo sharing websites or apps (YouTube, Vimeo, Instagram, Flickr);
* Review Sites;
* Live broadcasting apps;
* Podcasting;
* Instant messaging (SMS, Skype, WhatsApp, Snapchat);
* Online voting polls; and
* Any other online technologies that allow individual users to upload and share content.

**Our commitment and coverage**

Electronic communication is essential for communicating Rovers Netball Club news and information with our members. Our communication will protect members’ privacy, maintain clear boundaries, and ensure that bullying and harassment does not occur.

This policy applies to all persons who are involved with the activities of Rovers Netball Club, whether they are in a paid or unpaid/voluntary capacity and including:

* Members, including life members of Rovers Netball Club;

* Persons appointed or elected to the Rovers Netball Club committee and sub-committees;
* Coaches, assistant coaches and team managers;
* Athletes;

* Referees, umpires and other officials;
* Member associations; and
* Spectators and family members of any athletes of Rovers Netball Club.

This policy is applicable when using social media as:

1. An officially designated individual representing Rovers Netball Club on social media; and

1. If you are posting content on social media in relation to Rovers Netball Club that might affect Rovers Netball Club’s business, products, services, events, sponsors, members, or reputation.

**Using social media in an official capacity**

You must be authorised by Rovers Netball Club before engaging in social media as a representative of the club.

As part of Rovers Netball Club’s community, you are an extension of the Rovers Netball club brand. When engaging in social media or via electronic communication Rovers Netball Club members are expected to be clear about what/who they are representing; ensure references to any Rovers members, volunteers, players or officials are factually correct, respectful and do not breach confidentiality and privacy requirements and laws.

All social media posts should not:

* Use offensive, provocative, or hateful language;
* Must not be misleading, false, or injure the reputation of another person;
* Should respect and maintain the privacy of others; and
* Contain information that could be classed as bullying or harassment.

**Photography**

Rovers Netball Club is supportive of capturing and promoting our members, players, coaches and volunteers on a regular basis during the netball season, in a positive manner via the use of camera or video equipment (including mobile phones). Rovers Netball Club strives to protect the privacy and safety of all members while participating in Netball.

**Our commitment**

* Images of children will be used appropriately and legally;
* Rovers Netball Club will only use appropriate images of a child, relevant to netball and depicting the child suitably clothed in a manner that promotes participation in netball. Permission where possible, will be sought from a child’s parent/guardian before using the image;
* When using an image Rovers Netball Club will not name or identify the child, or display personal information such as addresses, telephone numbers and other personal details without gaining consent from the child’s parent/guardian.

If parents or children do not wish to be photographed, please email the Rovers Netball club on [netball@roversnetballclub.com.au](mailto:netball@roversnetballclub.com.au) and Rovers Netball Club will keep a record. If you have concerns about any social media posts or any concerns regarding a person taking inappropriate or intrusive photography notify the Rovers Netball Club President or committee via email.