



BAYSIDE & DISTRICT
NETBALL ASSOCIATION INC.

2.0 Social Media Policy

2.1 Context & Aim

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 Bayside & District Netball Association (BDNA).

This policy contains BDNA guidelines for the association community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

This policy is applicable when using social media as:

1. an officially designated individual representing BDNA on social media, and
2. if you are posting content on social media in relation to BDNA that might affect BDNA's business, products, services, events, sponsors, members, or reputation.

2.2 Scope

This policy applies to BDNA representatives, members, and staff. This policy covers all forms of social media. Social media includes, but is not limited to, activities such as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Instagram, or Twitter)
- Content sharing including Flickr (photo sharing) and YouTube (Video Sharing)
- Interactions on the website
- Leaving product or service reviews on retailer sites or customer review sites



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- Taking part in online votes and polls
- Taking part in conversations on public and private web forums (message boards),
or
- Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, sponsors or BDNA as an organisation and the reputation of the sport in general.



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2.3 Compliance

- Code of Conduct
- Child Protection Policy
- By-Laws
- Constitution

2.4 Guiding Principles

We treat all social media postings, blogs, status updates as public 'comment'. Postings (written, photos or videos) shall be family-friendly and feature positive club news and events. No personal information about our members shall be disclosed.

No statements shall be made that are misleading, false or likely to injure a person's reputation. No statements may be made that might bring our club into disrepute. Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offensive posts will be removed and those responsible will be blocked from the forum.

2.5 Usage

When operating BDNA social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content – this also applies to the use of illustrations or nicknames
- Must not comment on, or publish information that is confidential in anyway
- Must not bring the organisation or the sport into disrepute or
- Must not otherwise be in breach of the BDNA Code of Conduct.

2.6 Branding & Intellectual Property

It is important that any trademarks belonging to BDNA, any Association Member or Netball Club are not used in personal social media applications.

2.7 Using Social Media in an Official Capacity

When running a BDNA social networking page or forum for staff, association members, netball clubs, competitions, or members generally, care should be taken to ensure the appropriate person has given permission to create the page or forum.



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Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the written permission of the child's parents and/or guardian.

For official BDNA blogs, social pages, and online forums:

- Posts must not contain, nor link to pornographic or indecent content
- BDNA employees must not use BDNA online pages to promote personal projects and
- All materials published or used must respect the copyright of third parties.

BDNA representatives should be considerate to others in such circumstances and should not post information when they have been asked not to, or consent has not been sought and given. They must also remove information about another person should they be asked to do so.

Under no circumstance should offensive comments be made about BDNA, staff and BDNA Members online.

2.8 Member Conduct on BDNA Social Media

We expect our members and representatives to conduct themselves appropriately when using electronic communication to share information with other members or positing material on public pages connected to the association.

Electronic communication:

- Should be restricted to association matters
- Must not offend, intimidate, humiliate or bully another person
- Must not be misleading, false or injure the reputation of another person or association
- Should respect and maintain the privacy of members
- Must not bring the club into disrepute

For member safety issues, consult [the eSafety Guide](#).

2.9 BDNA Website

Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.

No offensive content or photos will be published,

If we intend to publish a photo of a child, we will first seek permission for their parents and take care not to provide identifying information.

We will seek feedback from members to improve the information available on the site.

2.10 Breach of Policy

BDNA will continually monitor online activity in relation to the organisation and the sport. Detected breaches of this policy should be reported to BDNA online or at sandringhamadmin@gmail.com



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If detected, a breach of this policy may result in disciplinary action from BDNA under the BDNA Constitution and By-Laws. A breach of this policy may also amount to breaches of other BDNA governing documents including its constitution, by-laws and other policies. This may involve a verbal or written warning or in serious cases, termination of employment or engagement with BDNA including suspension of membership.

2.11 Amending Mistakes

If the BDNA social media official makes an error while posting on social media, it should be addressed quickly. If an earlier post is modified, one should make it clear it has been changed. If someone accuses the BDNA officer of posting something improper (such as their copyrighted material or a defamatory comment about them), it shall be addressed promptly and appropriately.

2.12 Conscientious Behaviour and Accountability

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership or employment at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

2.13 Child Safety

All social media resources and uploads will be compliant with the [Child Safety Code of Conduct](#).

2.14 Definitions

Association Members means those registered as Association Members under the Constitution of BDNA. This includes members of netball clubs registered in the BDNA association.

Directors mean the executive board members of BDNA.

Netball Activity means any activity of a netball nature that takes place on the court of play or playing or any other activity relating to BDNA.

Netball Clubs means an entity (whether incorporated or otherwise) formed for the purpose of playing netball in competitions conducted by BDNA.

Office Holder means a person who holds a position, whether elected or appointed, as:

- (a) president, vice-president, secretary, treasurer, director, committee member or employee of the governing body (however described) of a club member, association member, associate member of BDNA, standing committee member or holds any like position with a member of an association member, associate member or standing committee member or,



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(b) a life member.

Participants means Players, Coaches, Office Holder, Match Official and Spectators

Players means a player registered with a Netball Club who is registered with BDNA.

Spectators mean a person who attends a Netball Activity.

Members includes, but not limited to:

- Association Members
- Netball Clubs
- Directors, and
- Participants.



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2.15 Non-Compliance

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate, or humiliate another member, as outlined in our member protection policy or code of conduct.

Under certain circumstances, cyber bullying is a criminal offence that can be reported to the police.

2.16 BDNA Social Media Operators

To find relevant information about current BDNA Social Media operators please visit <https://sandringhamdistrictnetballassociation.com.au/>



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