



Willoughby United Netball Club Social Media Policy

1. Purpose

Willoughby United Netball Club recognises that social media is an important way for our club, members and the wider netball community to communicate, share achievements and promote the sport.

This policy outlines the standards of behaviour expected when using social media in relation to Willoughby United Netball Club. It applies to all players, parents and guardians, coaches, officials, volunteers, committee members, supporters and other members of the club community.

The club is committed to ensuring that social media is used in a respectful, responsible and positive manner that reflects the values and reputation of Willoughby United Netball Club.

2. Appropriate Use of Social Media

Members are welcome to use social media to interact with and support Willoughby United Netball Club. This includes sharing club news, celebrating player and team achievements, promoting club activities and engaging positively with other members.

When using social media, members are expected to:

- Treat players, parents, coaches, officials, umpires, volunteers, opposition teams and other members of the netball community with respect.
- Communicate in a positive, appropriate and sportsmanlike manner.
- Respect the privacy of other club members.
- Consider the potential impact of posts, comments, photographs and videos before sharing them.
- Ensure that content relating to the club does not bring the club or the sport into disrepute.
- Follow all relevant club policies, codes of conduct and applicable laws.

3. Unacceptable Behaviour

Willoughby United Netball Club will not tolerate social media content or behaviour that is:

- Bullying, threatening, intimidating or harassing.
- Racist, sexist, homophobic, discriminatory or degrading.
- Abusive, offensive or defamatory.
- Designed to humiliate, embarrass or target another person.
- Making inappropriate or unfounded accusations against players, coaches, umpires, officials, volunteers or other clubs.
- Sharing private or confidential information without permission.
- Intended to deliberately damage the reputation of an individual, team, club or the wider netball community.

These standards apply whether the behaviour occurs on a club social media account, a personal account, group chat or any other online platform where the content relates to Willoughby United Netball Club or its members.

4. Photographs and Videos of Players

Willoughby United Netball Club is committed to protecting the privacy and safety of children and young people involved in our club.

Photographs or videos of a player under the age of 18 must not be taken, published, shared or otherwise distributed without the consent of the player's parent or legal guardian, except where the club has obtained appropriate consent for an authorised club activity or publication.

Members should not photograph or record individual junior players, particularly where the child or young person is the primary subject, without first ensuring that appropriate parental or guardian consent has been provided.

Where a photograph or video includes multiple players, parents and guardians should also consider the privacy of all children appearing in the content before posting or sharing it.

If you are unsure whether a photograph or video is appropriate to take or share, seek advice from a Willoughby United Netball Club committee member before doing so.

Parents and guardians are also encouraged to respect the wishes of other families regarding photographs and videos of their children.

5. Club Social Media Accounts

Only authorised members of Willoughby United Netball Club may post content on official club social media accounts or represent themselves as speaking on behalf of the club.

Content published on official club accounts should be consistent with the club's values, policies and reputation and should respect the privacy and dignity of club members.

6. Personal Social Media Accounts

Members have the right to use their personal social media accounts. However, the fact that an account is personal does not remove the responsibility to behave appropriately when posting about the club, netball or other members of the netball community.

Members should remember that content shared online can be copied, forwarded, screenshotted or made public, even when posted within a private account or group.

Members should carefully consider whether content could cause harm, distress or reputational damage to another person or to Willoughby United Netball Club before posting or sharing it.

7. Complaints and Concerns

If a member becomes aware of inappropriate social media content relating to Willoughby United Netball Club, they should raise the matter with a committee member as soon as possible.

Where appropriate, members should retain relevant evidence, such as screenshots, rather than engaging in online arguments or responding to inappropriate content.

The club will consider reported concerns in accordance with its relevant policies and procedures.

8. Breaches of the Policy

A breach of this Social Media Policy may be considered a breach of the Willoughby United Netball Club Code of Conduct.

Depending on the nature and seriousness of the conduct, the club may take appropriate action in accordance with its rules, policies and procedures. This may include requiring content to be removed, issuing a warning, referring the matter to the club committee or taking disciplinary action, including suspension or termination of membership where appropriate.

The club may also refer matters to the relevant association, governing body or other appropriate authority where required.

9. Remember Before You Post

Before posting, commenting, photographing or sharing content relating to Willoughby United Netball Club, members should consider:

Is it respectful?

Is it appropriate?

Would I be comfortable saying this in person?

Do I have permission to share this photograph or video?

Could this harm, embarrass or upset another person?

When in doubt, don't post or share it. Seek advice from a Willoughby United Netball Club committee member.