



## **GEELONG NETBALL CLUB**

### **Social Media Policy**

The Geelong Netball Club (GNC) recognises the importance of the Internet in shaping the public's perception of our Club. The GNC also recognises the importance of our committee members, coordinators, coaches, players, parents and volunteers in leading and setting the tone of social media interactions in a manner that advances the GNC's mission and goals.

#### **Mission Statement**

The Geelong Netball Club is an exemplary female sporting club. We encourage personal excellence and high performance outcomes through recognized pathways. We strive to enrich the lives of our community through the sport of netball.

#### **Applicability**

This Social Media Policy applies to all committee members, coordinators, coaches, players, parents and volunteers. This Social Media Policy applies to all social media content posted by the GNC in their professional and personal capacity to the extent such content is related to the GNC.

#### **Aspirations**

The GNC strives to create a positive and inclusive organisation that is dedicated to helping young athletes reach their potential. In furtherance of this goal, the GNC aspires to engage the local community in positive, honest, transparent, and knowledgeable dialogue about the GNC through social media. The GNC views social media as an important tool for communicating its successes and opportunities for athletic and individual development. The GNC also views social media as a platform for receiving constructive feedback from the community and for discussing the GNC's challenges and opportunities for improvement in a positive and constructive way.

#### **Guidelines**

All users of any GNC social media shall abide by the following guidelines:

1. Be positive and respectful, and always take the high road. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that is becoming antagonistic, ask a GNC committee member or coordinator for advice on how to disengage from the dialogue in a polite and respectful manner that reflects well on the GNC.
2. Do not post content that would harm GNC or damage GNC's reputation. Remember that even while you are on your own personal time, you are a representative of the GNC, and people may interpret your online postings or social interactions as though they were official GNC statements.
3. Use good judgment when posting comments on any official GNC sites. Bear in mind that your comments can create liability for the GNC. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the GNC Committee.
4. Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, "would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?" If the answer is "no," do not post.
5. Encourage others to engage in positive interactions on social media. If you are concerned about any person's use of social media, please bring your concerns to the attention of your coordinator or a member of the GNC committee.

Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) should not be disclosed in any manner on official GNC social networking sites without the approval of a coordinator or GNC committee member.

#### **Violations of the Social Media Policy**

The GNC Committee shall have the authority to monitor and enforce this Social Media Policy. The GNC Committee, and any individual appointed by the Executive Committee, shall have the authority to remove any inappropriate or offensive comments from official GNC sites and to block any individual or organisation from posting on any official GNC social media platform if they determine, in their sole discretion, that such removal or block is in the best interests of the GNC.

The failure of any person to adhere to this Social Media Policy shall be considered a violation of the GNC Code of Conduct, and any person who fails to adhere to this Social Media Policy shall be subject to disciplinary action, up to and including termination of such individual's involvement in the GNC.