



## **SOCIAL MEDIA AND CYBER SAFETY POLICY**

**Adopted by NSW Netball Association Ltd Board Meeting on  
16<sup>th</sup> February 2016**

<b><i>Update</i></b>	<b><i>Comments</i></b>
10 December 2014	Version 1 adopted by the NNSW Board.
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## **1. POLICY STATEMENT**

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The Netball NSW Social Media and Cyber Safety Policy forms one part of the Netball NSW Member Protection Policy (MPP), and as such, is to be read in conjunction with the MPP. This Policy applies to Netball NSW members, affiliated Associations and Netball NSW employees.

This Policy aims to ensure that Netball NSW's core values, good reputation and positive behaviours and attitudes are maintained. The Policy works alongside the Netball NSW MPP to ensure that every person involved in netball is treated with respect and dignity, and is safe and protected from abuse. Netball NSW acknowledges that the safe environment we wish to maintain for our netball family is not solely confined to the netball court; it includes maintaining a harmonious environment during all activities related to and/or that have a connection with netball

Netball NSW are enthusiastically involved with the use of Internet and Information and Communication Technologies (ICT) devices which bring a great deal of benefits to Netball NSW, our members and partners. Netball NSW recognises that social networking through the use of internet-based and other electronic social media tools are integrated into everyday life and is committed to supporting people's rights to interact knowledgeably and socially through electronic communication, blogging, wikis and interaction in Social Media. However, Netball NSW is acutely aware of the adverse side of misuses of information and communication technology and the resulting social media and cyber safety issues which have the potential to impact negatively on all parties involved.

Netball NSW places a high priority on the acceptable use of ICT devices and communication and therefore has developed comprehensive operational guidelines '*Netball NSW Social Media Communications Guidelines*' (*Marketing & Communications: Infonet MC01*) which can be referenced when educating Netball NSW Members and staff of the appropriate use of social media tools.

These operational guidelines are issued to athletes and officials while representing Netball NSW in any capacity and are subsidiary to this policy.

## 2. POLICY DEFINITIONS

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**Confidential Information** includes but is not limited to:

- a. non-public information about Netball NSW and Associations.
- b. information which is personal information of individuals including that information in reports, investigations, selection process documentation and marketing/event databases, and
- c. organisational processes, events and procedures of Netball NSW and affiliated Associations.

**Cyber bullying** is a way of delivering covert psychological bullying. It uses information and communication technologies to support deliberate, repeated and hostile behaviour, by an individual or group that is intended to harm and/or offend others.

**Cyber safety** refers to the safe and responsible use of the internet and ICT equipment / devices, including mobile phones.

**ICT** means Information and Communication Technologies.

**ICT Equipment / Devices** includes but is not limited to: computers, desktops, laptops, tablets, PDAs, storage devices, USB and flash memory devices, CDs, DVDs, floppy disks, iPods, MP3 players, cameras, video, digital, webcams, all types of mobile phones, video and audio players / receivers, portable CD and DVD players, Gaming consoles and any other similar technologies as they come into existence and use.

**Junior** means a person under the age of eighteen (18) years who is participating in an activity of Netball NSW or of an affiliated Association.

**Member** means a member for the time being of Netball NSW under Part 3 of the Netball NSW Constitution and includes affiliated Association's, Individual Members and Life Members.

**Netball NSW** means the New South Wales Netball Association Limited trading as Netball NSW.

**Policy and This Policy** mean this Social Media and Cyber Safety Policy.

**Privacy Principles and Policy** are those Australian Privacy Principles established under the *Privacy Act* and encapsulated within the Netball NSW Privacy Policy.

### **3. POLICY APPLICATION**

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- 3.1 Netball NSW appreciates the value of using electronic communication tools and social media to build more meaningful relationships with Netball NSW members and employees. However, Netball NSW will not tolerate any behaviour whereby a Netball NSW policy is in breach or in risk of being breached.
- 3.2 All use of Social Media platforms which are directly governed by, or relate to the operations of, Netball NSW and affiliated Associations, will be regulated by the Netball NSW Member Protection Policy and relevant Codes of Behaviour.
- 3.3 All Netball NSW employees are also bound by the Netball NSW Staff Handbook and as such, their behaviours, in any communication forum, must reflect the values and expectations of the organisation and the related policies.

### **4. SCOPE AND RECOMMENDATIONS**

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- 4.1 Inappropriate communication includes, but is not limited to, the following misuses of technology:
  - a) harassing, teasing, intimidating or threatening another Netball NSW member or Netball NSW staff member by sending or posting inappropriate and hurtful email messages, instant messages, text messages, phone messages, digital pictures or images, or website postings, irrespective of whether the message or post can be viewed by the wider public, or
  - b) sending, receiving and / or possessing naked or sexually explicit images of a Netball NSW Member or Netball NSW staff member or
  - c) sending, receiving and/or possessing naked or sexually explicit images of children.
- 4.2 Netball NSW Members and Netball NSW Staff are to consider the following Social Media and Cyber safety recommendations:
  - a) Be aware that postings, comments and /or messages from their individual ICT account or mobile phones will remain the responsibility of the account owner unless the account owner can prove that their account had been accessed by an unauthorised person and by a method outside of their control.
  - b) Be vigilant about the security of their accounts and take all reasonable steps to protect themselves, for example, not sharing passwords or allowing others to log on to their individual accounts.
  - c) Be aware that where a crime has been committed, they may be subject to a criminal investigation by police over which Netball NSW and affiliated Associations will have no control. This particularly applies to 'sexting' where the member is in possession of an inappropriate sexualised image of a person under the age of 18 years old or have text/sms/mms of a sexually explicit nature with a person under the age of 18 years old..
  - d) Implementation of Recommendations and Strategies identified by the Australian Signals Directorate/Defence Signals Directorate to mitigate potential cyber intrusions.

- 4.3 Further resources that support the implementation of practical measures to reduce the risk of social media and cyber bullying and other cyber intrusion issues from arising include:
- Australian Federal Police - “Cyber Safety – Top Ten Tips for Youth” (<http://www.afp.gov.au/~media/afp/pdf/c/cyber-safety-top-10-tips-for-youth.pdf>)
  - Australian Federal Police - “Cyber-Bullying – Don’t start it. Don’t be part of it” (<http://www.afp.gov.au/~media/afp/pdf/c/cyber-bullying-no-crops.pdf>)
  - Australian Federal Police – “Social Media Reputation Management” (<http://www.thinkuknow.org.au/site/sites/thinkuknow.org.au.site/files/Factsheets/SocialMediaReputationManagement2014.pdf>)
  - ThinkUKnow Australia - <http://www.thinkuknow.org.au/>
  - ‘Top 4’ Strategies to Mitigate Targeted Cyber Intrusions – *Mandatory Requirement Explained*

## 5. ORGANISATIONAL RESPONSIBILITIES

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- 5.1 Netball NSW and Association’s must:
- a) adopt, implement and comply with this Policy.
  - b) publish, distribute and otherwise promote this Policy and the consequences for breaching it.
  - c) implement and maintain rigorous and effective social media and cyber safety practices which aim to maximise the benefits of the internet and ICT and allow for the effective operation of Netball NSW and affiliated Association’s whilst minimising and managing any risks.

## 6. INDIVIDUAL RESPONSIBILITIES

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- 6.1 Individual Netball NSW members, affiliated Associations and Netball NSW employees who are bound by this policy and are responsible for:
- a) making themselves aware of the Policy and complying with the standards of conduct outlined within this policy.
  - b) understanding the possible consequences of breaching this Policy.
- 6.2 Netball NSW Staff are not to:
- a) make comments which might reflect negatively on Netball NSW’s reputation or make any deliberately false or misleading statements about Netball NSW;
  - b) disclose confidential or sensitive information in any form over the computer, internet and other forms of electronic communication and information systems;
  - c) breach privacy principles, policy and laws and nor fail to maintain confidentiality in all communications;

- d) upload, download, use, retrieve or access any email or material on the Netball NSW network that may be regarded as:
  - i. obscene, offensive or inappropriate (such as sexually explicit or pornographic in nature), including emails, texts and attachments;
  - ii. insulting or offensive or could be potentially insulting or offensive;
  - iii. defamatory or have the potential of adversely impacting the reputation or image of Netball NSW;
  - iv. illegal, unlawful or inappropriate;
  - v. having the potential or does affect the performance of Netball NSW's computer system in any way; or
  - vi. representing or giving the impression of representing opinions, comments or statements on behalf of Netball NSW without the express authority from the CEO of Netball NSW.
- e) to install software or run unknown or unapproved programs on Netball NSW's computer networks or modify such.

Failure to comply with the above requirements may render a Netball NSW employee personally liable for breach and any resulting consequences. Furthermore, personal responsibility for engaging in an offence under NSW and/or Commonwealth legislation, such as the relevant *Crimes Act 1900 (NSW)* provisions, will be enforced.

## **7. POLICY BREACHES**

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- 7.1 All Netball NSW members and Netball NSW employees have a responsibility to ensure that all online communications are made in accordance with this Policy and are therefore of an appropriate and respectful composition.
- 7.2 Examples of inappropriate behaviour may include, but is not limited to, uploading of inappropriate website content and engaging in blogs that harass, bully, offend, intimidate or humiliate.
- 7.3 It is a breach of this policy or any person or organisation to which this Policy applies to, to have been found to have sent or posted inappropriate comments or communication via the internet or ICT about any registered member of Netball NSW or Netball NSW staff member. It is also a breach of this Policy when the Netball NSW or Association's name or branding has been used in anyway which negatively impacts upon Netball NSW or the Association.
- 7.4 If any Netball NSW Member or Netball NSW staff member feels that they have been the victim of a misuse of technology, they are to:
  - a) Save and store the offending material on their computer, mobile phone or other device.
  - b) Print a copy of the material and report the issue in the form of a formal complaint to Netball NSW or the relevant Association
  - c) Inform the police immediately if the content is of a sexually explicit nature.

- d) Report the abuse to the internet site or relevant telecommunications provider (mobile phone abuse) where relevant.
- e) Netball NSW or the relevant Association should then manage the complaint received in accordance with the Netball NSW Member Protection Policy

7.5 Any behaviour by a Netball NSW, member, affiliated Association or Netball NSW employee that is inconsistent with the Code of Behaviour and is directly related to Netball NSW or an affiliated Association may constitute a breach of the Netball NSW Member Protection Policy. In this instance the matter will be dealt with in accordance with the Netball NSW Member Protection Policy; this may include referring the alleged breach to the police or internal disciplinary and/or administrative action.

7.6 Netball NSW and affiliated Association's must investigate all reports of social media and cyber bullying and other online or mobile telephone harassment in accordance with the Netball NSW Member Protection Policy to the fullest extent. Investigations may result in Police notification by Netball NSW or affiliated Associations when legally obliged to do so. A notification to Police will not override the responsibility of Netball NSW or affiliated Associations to investigate a complaint lodged but will result in an enquiry being conducted alongside any Police investigation.