



netball
NEW SOUTH WALES

Netball NSW

Social Media Policy

Adopted by New South Wales Netball Association Ltd at its Board Meeting and effective as at 29 November 2023.

Last Reviewed: November 2023
Next Reviewed: November 2024

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1 Introduction

The Netball NSW Social Media Policy (**'the Policy'**) aims to address risks in the online environment to minimise the opportunity for abuse and other kinds of harm to occur. Netball NSW acknowledges that maintaining a child safe organisation, as well as protecting all members from harm is not solely confined to the netball court and/or physical environments; it also includes educating children and adults about how to avoid harm online and provides frameworks that clearly describe what is and what is not appropriate behaviour online.

The internet and social media are now considered to be intrinsic parts of our lives. However, Netball NSW is also acutely aware of the potentially adverse implications stemming from the misuses of ICT and Social Media and the possibility for these negative outcomes to create an environment where Members are not safe from harm or abuse. Online environments present additional safety challenges for child safeguarding because perpetrators can actively exploit the environment to isolate a child without oversight from organisations and parents.

For this reason, Netball NSW has developed this Policy in order to strike a balance between the indisputable benefits of ICT and the need to ensure that risks to our Members in online environments are identified and addressed, and that to the extent that we are able to, we are protecting our Members and Affiliates from abuse.

2 Definitions

Affiliate means a body corporate that is affiliated with the Company through Netball and becomes a Voting Member in accordance with this Constitution and the relevant Company policy.

Content means any image, video, words, sounds or drawings however they appear.

Cyber Abuse is behaviour that uses technology to threaten, intimidate, harass or humiliate someone, with the intent to hurt them socially, psychologically or even physically.

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

Grooming means gaining or increasing access to a child, parents, or co-workers in order to facilitate abuse.

ICT means Information and Communication Technologies being the set of technologies developed to manage information and send it from one place to another such as computers and mobile telephones.

ICT Equipment / Devices includes any electronic device which can be used to communicate via the internet.

Inappropriate Material means the conduct outlined in clause 4.2.

Individual Member means an individual member of an Affiliate Member that becomes a Non-Voting Member in accordance with the Constitution.

Netball means the sport or game played under the Rules of Netball determined or adopted from time to time by Netball NSW.

Netball Activity means Netball competitions, matches, training and/or events organised, controlled or sanctioned by Netball NSW and /or its Affiliates.

Netball NSW means the New South Wales Netball Association Limited.

Participant means a person who participates, including but not only as official, coaches, players or umpires, parents, guardians and spectators in a Netball Competition organised, controlled or sanctioned by Netball NSW or an Affiliate.

Policy and This Policy mean the Netball NSW Social Media Policy as amended from time to time.

Social Media means the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Examples of Social Media platforms include but are not limited to Facebook, Instagram, Twitter, Snapchat, Tik Tok, and BeReal.

3 When does this Policy Apply?

3.1 Who is captured by the Policy?

3.1.1 This Policy will apply when a Member, Participant or Affiliate uses Social Media or any other ICT in the following circumstances:

- a) If the Member, Participant or Affiliate posts or shares Content on Social Media or via any other ICT that amounts to a breach of this Policy as set out in Clause 4, as amended from time to time; or
- b) Where a Member, Participant or Affiliate posts or shares Content on Social Media or via any other ICT that might otherwise affect the business, products, services, events, sponsors, members or reputation of Netball NSW and/or an Affiliate or bring Netball NSW and/or an Affiliate into disrepute.

3.1.2 Where Content has been posted on an official Netball NSW or Affiliate Social Media platform (or via any other official ICT such as official Affiliate email accounts), Netball NSW or an Affiliate will treat the Content as having been posted/sent by the specific individual.

NOTE: This Policy and particular Clause 3.1.1 does not apply to the use of a private Social Media or other ICT where there is no reference to Netball NSW or an Affiliate.

For the avoidance of doubt, Netball NSW recognises that in the majority of cases Members are not contracted, professional athletes. Therefore, Netball NSW or its Affiliates do not hold its Members to the same standards as professional athletes and will not take action in circumstances where the only connection to Netball is that one or more of the persons involved are participants in a Netball Activity in whatever capacity.

Messages in private “chats” or instant messages will not be captured under this Policy. Circumstances involving private chats should be dealt with under the Netball NSW Member Protection Policy (e.g. where the conduct constitutes bullying, sexual harassment etc.) or the Netball NSW Grievance and Dispute Resolution Policy if deemed appropriate.

4 Breach of Policy

- 4.1 It is a breach of this Policy for any Member, Participant or Affiliate to which this Policy applies to have been found to have:
- a) Posted or shared Inappropriate Material (see Clause 4.2) via Social Media or via another ICT; or
 - b) posted or shared Content on Social Media or via another ICT which has, or could be reasonably be expected to have a negative impact on the business, services or reputation of Netball NSW or an Affiliate, or which otherwise brings Netball NSW or an Affiliate into Disrepute.
- 4.2 For the purpose of Clause 4.1(a) above, Inappropriate Material includes, but is not limited to:
- a) Content which is intended to harass, intimidate, bully, threaten or humiliate another Participant; or
 - b) Any Content relating to, or involving child abuse as defined in the Netball NSW Member Protection Policy and relevant state and federal legislation; or
 - c) Any Content which should be considered discriminatory against another Participant in accordance with the Netball NSW Member Protection Policy and relevant state and federal legislation; or
 - d) Any sexually explicit or intimate Content, or Content which constitute sexual harassment of another person in accordance with the Netball NSW Member Protection Policy and relevant state and federal legislation; or
 - e) Any Content which amounts to victimisation of another person as defined in the Netball NSW Member Protection Policy; or
 - f) Any Content which amounts to Cyber Abuse of another person.

5 Procedure of Handling Alleged Breaches of the Policy

- 5.1 Allegations of breaches of this Policy should be investigated and managed in accordance with the policies and procedures as set out in the Netball Integrity Policy Framework Conduct and Disciplinary Policy which can be accessed through the Netball NSW website.
- 5.2 Applicable sanctions for breach of the Policy are outlined in the Policy.
- 5.3 Where appropriate Netball NSW and/ or an Affiliate may determine that a matter raised under this Policy represents a grievance only and therefore should be handled in accordance with the Netball NSW Grievance and Dispute Resolution Process.

NOTE: Any matter involving allegations of child abuse or harm to a child should be immediately and directly reported to Police in accordance with the Netball NSW Child Safeguarding Policy.

6 How to Deal with Online Abuse

If any person feels that they have been the victim of a misuse of Social Media or other ICT, the e-Safety Commission recommends that they:

Act in a timely way.

Refer to **Netball NSW policies** and involve appropriate staff or volunteers.

Follow the steps to report serious online abuse:

- **Collect evidence** – take screenshots of what has happened and where.
- **Report it:**
 - **Harmful posts, comments, messages and profiles** should be reported to the online platform or service first. If they don't help, and the abuse is very serious, report it to eSafety.
 - **Sharing or threatening to share an intimate image or video** of you without your consent is image-based abuse – it can be reported to eSafety immediately.
- **Stop contact**, tighten your security settings and prevent content from being shared further.
- **Get more support** – with strategies to manage the impacts of cyberbullying, adult cyber abuse or image-based abuse. You can also find counselling and support services that are right for you.

7 Individual Responsibilities

All individuals who are bound by this Policy are responsible for:

- a) Making themselves aware of the Policy and ensuring that their conduct does not represent a breach of this Policy under Clause 4;
- b) Maintaining boundaries when communicating with children and young people online. For example, the organisation or a parent/caregiver should be included in all communication;
- c) Knowing how to report serious online abuse; and
- d) Understanding the possible consequences of breaching this Policy.

Further to this, Association Administrators should consult with the e-Safety Commission's Sports Hub ([here](#)) to understand their responsibilities in relation to managing and moderating content on organisation pages.

8 Further Information

Children and adults within the Netball family should be educated about how to avoid harm and how to detect signs of online grooming. In particular, children should know that they can talk to a trusted adult if they feel unsafe online. All Members, Participants, and Affiliates should be provided with information about online safety and regularly encouraged to raise any negative experiences.

The following resources provide additional information on strategies and behaviours to avoid misuse of Social Media or other ICT and may be useful in assisting Affiliates to develop strategies to mitigate the risks associated with Social Media and other ICT:

- a) [Office of the eSafety Commissioner 'Sports Hub'](#) - Explore online safety advice and resources to help make sure everyone in sport has more positive experiences online.
- b) Office of the Children's Guardian - [Resources](#)
- c) [PlayByTheRules](#)