

SUTTON TOWN NETBALL SOCIAL MEDIA POLICY

Purpose

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, Sutton Town) recognises the benefits of social media as an important tool of engagement and enrichment for its members. ST welcomes comments, ideas, and insights from its netball community. Social media is now part of everyday life for a growing number of people and is evolving the way we communicate. It is an important tool that when used appropriately increases the visibility of the sport.

It is important that Sutton Town Netball Clubs and netballs reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their association with ST, and/or discusses their involvement in the club in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with ST’s stated values and policies.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by ST members or staff where the ST member or staff member makes no reference to ST or related issues.

This policy applies to Sutton Town members, parents, volunteers and staff and any individual representing themselves or passing themselves off as being a member of Sutton Town Netball Club.

This policy covers all forms of social media. Social media includes, but is not limited to, such activities as:

  Maintaining a profile page on social or business networking sites (such as snapchat, Facebook, instagram, Twitter, or MySpace);

  Content sharing including instagram (photo sharing) and You Tube (video sharing);

 Commenting on blogs for personal or business reasons;

  Leaving products or service reviews on retailer sites, or stakeholder review sites;

 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 the policy is to include anything posted online where information is shared that might affect members, or sponsors or Sutton Town as an organisation.

Guiding Principles

 1. The web is not anonymous, ST members and staff should assume that everything they write can be traced back to them.

 2. The boundaries between a member’s profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think and say in their capacity as a volunteer for ST.

 3. Honesty is always the best policy, especially online. It is important that ST members think of the web as a permanent record of online actions and opinions.

4. Protect your personal privacy and that of others by not including personal information about yourself or others in your posts.

5. Represent your own views and not impersonate or falsely represent any other person

6. Ensure you are not abusive and do not harass or threaten others

7. Do not make defamatory or libellous comments

8. Do not use offensive, insulting, provocative or hateful language

9. Do not use obscene or offensive language

10. Show courtesy and respect for others and their opinions at all times

11. Always use social media network forums to add value and promote Netball in a positive way.

Sutton Town Volunteer/staff online usage guidelines

If you are authorised to represent the club through social media or if you intend to discuss issues linked to the club we expect you to follow these guidelines.

1. Only those authorised by the clubs Chairperson have permission to represent the organisation through social media. If you do not have authority then you must not imply that you are in any way authorised to speak on behalf of the club.

2. If expressing your own views and opinions about Sutton Town, or Netball, please use a disclaimer. An example of a disclaimer is: “the views expressed in this post are mine only and do not necessarily reflect the views of the HV.”

3. Please be aware that it is very easy for the club to track and identify the source of any comments in the social media environment. If you make comments that contravene these guidelines the issue will be escalated as required.

4. If you are unsure of answering a question directed at you, please do not answer, but instead respond with: ‘That’s a good question. Let me check and I’ll get back to you as quickly as I can’. Please then contact the committee to receive further guidance.

5. Please be aware that it is very difficult to take-back or remove any comments from the social media environment. Please be certain that your comments will not be damaging to any parties.

6. Please do not respond directly to any media enquiries you receive online. Please refer any media to the Committee

7. If you do make a mistake in the social media environment (i.e. accidently posting inaccurate information) please notify the Committee as soon as possible; they will advise on the best course of action.

8. Please ensure you are not the first to make any Sutton town announcement unless you have received appropriate approval from the Committee.

Appropriate permission must be obtained for the use of logos or images. Images of minor children may not be replicated on any site without the written permission of the child’s parent and /or guardian.

For official Sutton Town Netball Club social pages:

 Posts must not contain, nor link to, pornographic or indecent content;

  Some hosted sites may sell the right to advertise on their sites through ‘pop up’ content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the ‘pop up’ content cannot be controlled;

  Sutton Town volunteers must not use the clubs online pages to promote personal projects;

and

 All material published or used must respect the copyright of third parties.

Considerations towards others when using social networking sites Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Sutton Town NC members and volunteers must recognise that it may not be appropriate to share photographs, videos and comments in this way.

Under no circumstance should offensive comments be made about Sutton Town volunteers online.

If detected, a breach of this policy may result in disciplinary action from Sutton Town. This may include being barred from using the page. A breach of this policy may also amount to breaches of other Sutton Town NC policies. This may involve a verbal or written warning or in a serious cases, termination of engagement with the club. Sutton Town members may be disciplined in accordance with the clubs disciplinary regulations (Codes of Behaviour).

Review, Additions or Amendments

This policy will be reviewed and evaluated bi-annually. In addition recommendations for changes can be submitted at any time to the committee. If a change is consequently required, this will then be tabled for discussion at the next committee meeting. All changes to policy will be communicated with members and volunteers and revised policy made available on the clubs website.