

MANLY WARRINGAH NETBALL ASSOCIATION

INCORPORATED



SOCIAL MEDIA POLICY PROCEDURES

Version History		
Version	Adopted	Effective Date
V1.0		

MWNA Social Media and Cyber Safety Procedures

MWNA and its affiliates should be guided by the following statement from the Netball NSW Policy Statement re Social Media and Cyber Safety

This Policy aims to ensure that Netball NSW's core values, good reputation and positive behaviours and attitudes are maintained. 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 a range of internet-based and other electronic social media tools are integrated into everyday life. Netball NSW is committed to supporting people's rights to interact socially through electronic communication, blogging, microblogging, video and audio sharing sites, wikis and interaction via Social Media, however, Netball NSW is acutely aware of the potentially 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.

MWNA and its affiliates are required to implement the Netball NSW Social Media and Cyber Safety Policy. Affiliates should engage in personal or professional conduct that upholds the Netball NSW Codes of Behaviour Policy when engaging in official and professional social media use.

For full details of the Netball NSW Social media and Cyber Safety Policy go to:

<https://s3-ap-southeast-2.amazonaws.com/netball-wp-assets/wp-content/uploads/sites/4/2019/01/02104223/Netball-NSW-Social-Media-and-Cyber-Safety-Policy-V3>

MWNA and all affiliates are responsible for managing issues that arise on social media. MWNA and its affiliates have been steadily growing its social media presence over the years and are using it for a variety of purposes, including communicating with the various stakeholders and sponsorship.

Individuals within sport, including players, coaches, officials, spectators or others, are using social media for personal use. Sometimes these individuals will use social media to communicate information related to sport and/or express their opinions related to their experiences with sport.

In addition to this, some of these individuals will provide the "voice" for their sporting organisation as an administrator of the "official" social media presence for their sporting organisation.

Administrators should refer to the various other associated Netball NSW policies (listed below) when engaging in official and professional social media use.

These additional Netball NSW policies you may find useful when managing issues around social media also. They are:

- Member Protection Policy (MPP); <https://s3-ap-southeast-2.amazonaws.com/netball-wp-assets/wp-content/uploads/sites/4/2019/01/02104218/Netball-NSW-Member-Protection-Policy-V6-2Jan2019.pdf>
- Codes of Behaviour Policy <https://s3-ap-southeast-2.amazonaws.com/netball-wp-assets/wp-content/uploads/sites/4/2013/10/06143442/Netball-NSW-Code-of-Behaviour-Policy-V5.pdf>
- Child Protection Policy; <https://nsw.netball.com.au/child-safe-working-children-check/>
- Photography and image policy; <https://s3-ap-southeast-2.amazonaws.com/netball-wp-assets/wp-content/uploads/sites/4/2013/10/06152237/Netball-NSW-Photography-Policy-V2.pdf> and
- Disciplinary rules and processes, as determined by Netball NSW and MWNA at a local level. <https://s3-ap-southeast-2.amazonaws.com/netball-wp-assets/wp-content/uploads/sites/4/2013/10/29124535/Netball-NSW-Disciplinary-Policy--Dec-2018.pdf>

Guidelines re social media and cyber safety:

- MWNA and its affiliates must seek parental consent to publish any identifying information such as full name or image, about any young person within any social channel. This form should be completed annually on registration.
- MWNA and its affiliates should advise parents and guardians that they are able to withdraw this consent at any time and have robust procedures to support this ensuring that no further publications are made after the date that consent is withdrawn.
- A NetballNSW template opt out form is attached and MWNA and its affiliates are encouraged to use it and keep record:
- Once the permission to publish form has been signed by parents, the club can send out an opt-out form the following year, instead of re-sending the permission to publish form. The opt-out form allows parents to revoke their permission to publish, should their situation have changed. If no changes, the form assumes continued consent to publish for another year. The process can be repeated each year, but only where a permission to publish form has been signed in the first place.
- MWNA and its affiliates are required to manage the risks of publishing any identifying information about children at risk, particularly where parental or guardian consent has not been obtained.

Recommended reading:

<https://www.esafety.gov.au/sites/default/files/2019-09/promoting-an-esafe-club-culture-checklist.pdf>

<http://playbytherules.net.au/>

MWNA Photography Procedures

The Netball NSW Photography policy requires every person and organisation to be bound by the Netball NSW Photography Policy. For full details go to: <https://s3-ap-southeast-2.amazonaws.com/netball-wp-assets/wp-content/uploads/sites/4/2013/10/06152237/Netball-NSW-Photography-Policy-V2.pdf>

Much of the procedures below are contextualised from this policy.

In Australia there is no law restricting photography or videography of people including children in public spaces as long as the images are NOT:

- *Indecent (such as 'upskirt' or 'downblouse' photographs taken covertly in change rooms or toilets),*
- *Being used for voyeurism or made for the purpose of observing and visually recording a person's genital or anal region,*
- *Protected by a court order (e.g. child custody or witness protection),*
- *Defamatory, or*
- *Being for commercial purposes (person's likeness is used to endorse or entice people to buy a product).*

Our Local Government Council playing fields and parks are open to the public. MWNA representatives cannot stop anyone taking photographs or video images at netball venues nor can a member stop anyone taking photographs or video images at these other venues.

Guidelines of the Netball NSW Photography Policy (see above):

- Netball NSW requires every person and organisation bound by the Netball NSW Photography Policy, wherever possible, to obtain permission from a child's parent/guardian before taking an image of a child that is not their own. Association representatives and club administrators should also make sure the parent / guardian understands how the image will be used. See template provided.
- To ensure the privacy of others is respected members should report the use of camera phones, videos and cameras inside changing areas, showers and toilets.
- MWNA and its affiliates will only use appropriate images of a child, relevant to netball and depicting the child suitably clothed in a manner that promotes participation in netball. Wherever possible, seek permission from a child's parent / guardian before using the image.
- When using a photo of a child MWNA and its affiliates will not name or identify the child or display personal information such as residential address, email address or telephone numbers without gaining consent from the parent/guardian.
- MWNA and its affiliates will not display information about a child's hobbies, likes/dislikes, school etc. as this information has the potential to be used by paedophiles or other persons to groom a child.

- Be aware that indoor venues such as sport centres may already have particular photography/video restrictions or guidelines in place which an Association or affiliate, as a user of the centre, is required to follow.
- Photography and video footage should usually only be required at MWNA sanctioned events and matches for three purposes:
 - Player/Umpire training and development
 - Promotion and publicity
 - Participants and family use

It is recommended that members sign an acknowledgement on their membership application attesting to the fact that they are aware that images are likely to be taken and that such images may be used for Netball NSW, Association and affiliate purposes.

Except for situations described in 3.1 (listed below) where competitions are held on public land (Local Government Council grounds) individuals are able to photograph or video matches and individuals whether participating or not.

Exceptions to Freedom to Photograph

- There are specific instances in law where the taking of any image is banned. Such instances generally relate to child custody matters, wards of the state, restraining orders and witness protection. It is also possible that from time to time other circumstances may also preclude the taking of any image of an individual.
- Where such orders are in place it is the responsibility of the parent or guardian or individual to notify the Association or affiliate including where appropriate the provision of a confidential copy of the order. In such the association or affiliate will use its best endeavours to prevent the taking of such images.

Photography for Publication or Commercial Use

- Where a photographer / videographer has been contracted by the Association or event to acquire images of individuals or teams for the purpose of selling images to participants or interested persons, the contractor is required to be suitably identified and provide the appropriate certificate issued by the Commission for Children and Young People.
- Where a contractor has been engaged the or affiliate Association has the obligation to advise the contactor of any limitations as prescribed by a court order or law

Photography for Private Use

- There are no restrictions on parents, guardians and/or family members taking photos or video footage of their children participating in netball games provided the images are for personal use and do not encroach on the limitations as described in 3.1.
- Equally there are no restrictions on officials (including coaches, umpires and administrators) taking images for coaching purposes, umpire development or general publicity provided 3.1 is observed.

Inappropriate Photography

- Where an individual is believed to be inappropriately photographing any financial member, the Association or affiliate can ask the individual to stop. If the individual refuses, the police may be called to deal with the matter.

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Application For Exemption To Photograph/Video/Film A Financial Member

[Name of Parent/Guardian/Financial Member] advises that a current court order is in place in respect of [Name of Protected Person]. The court order provides that in the interests of safety and well-being of the protected person that anonymity is required. As such it is requested that no images by way of still photography, video or film be taken and published.

I advise that all members of my team and club officials have been advised of the above matter and have agreed to comply.

Signed: (Parent/Guardian/Financial Member)

Print Name: (Club Contact)

Date: _____

_____ **The application is approved.**

No images are to be taken of the protected person

Reason application is approved: _____

Signed: (Netball NSW/Association Official)

Print Name: Date: (Official)

The information in this publication (Photography Policy) is of a general nature only and it is neither intended to be relied upon as, nor to be a substitute for, specific professional advice. No responsibility can be accepted where an individual or group or by any person acting on behalf of any individual or group does not comply with the general policy or intent of the policy or any material in this publication (Photography Policy).