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## SOCIAL MEDIA AND COMMUNICATION POLICY

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### **Purpose**

Social media has become an important and integral part of marketing the Darwin Netball Association (DNA) and communicating with our members. Social media is dynamic, fluid and increasingly powerful in its ability to capture community sentiment and shape the conversations we have with each other. With this comes a degree of ambiguity as to what constitutes ethical behaviour when participating in social media in a personal capacity. As an association, we must continue to always uphold the high ethical standards we have established as part of our association's Code of Ethics. Respect, integrity, transparency and honesty are at the heart of what we stand for and the key to our future success.

This Social Media and Communication Policy aims to provide specific guidance on best practice behaviour when operating within social media.

### **Our commitment**

Electronic communication is essential for sharing DNA news and information with our members. Our communication will be timely, appropriate and related to DNA business.

We encourage all DNA members to "think before posting". Members should recognise that even if posting to a private section of a social networking site, comments can appear in public areas through a variety of means and can easily be found. Members should avoid posting something they will regret now or later.

### **What we will do**

We use a range of electronic tools to communicate with our members.

Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.



# Darwin Netball Association

## **SMS and email**

Committee members, coaches and team managers may use SMS and email to provide information about competition, training, DNA-sanctioned social events and other association business, however:

- SMS messages should be short and about DNA/club/team matters
- email communication will be used when more information is required
- communication involving children will be directed through their parents.

## **Social media websites**

- We treat all social media postings, blogs, status updates and tweets as public 'comment'.
- Postings (written, photos or videos) will be family friendly and feature positive DNA news and events.
- No personal information about our members will be disclosed.
- No statements will be made that are misleading, false, likely to injure a person's reputation or that might bring the DNA into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.
- Don't post anything online that you wouldn't say in person.

## **What we ask you to do**

We expect our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the DNA.

Electronic communication:

- should be restricted to DNA matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person
- should respect and maintain the privacy of members
- not bring the DNA into disrepute.

## **Non-compliance**

Members may face disciplinary action for sending inappropriate electronic communication or