



Bimbadeen Heights Netball Club

Cyber Safety and Social Media Policy & Procedure

Purpose of this Policy

Bimbadeen Heights Netball Club (BHNC) is committed to providing a safe physical and emotional environment for officials, players, umpires, coaches, club members, parents, spectators and sponsors and places a high priority on effective and safe Cybersafety practices.

BHNC recognises that the use of the Internet and Information & Communication Technologies (ICT) devices/equipment brings great benefit to all users and to the effective operation and promotion of the Club's achievements. However, the club also recognises that the presence of these technologies can facilitate anti-social, inappropriate, and even illegal behaviour and activities.

This policy and procedure aims to provide robust policy, guidelines and education for our members and netball community in relation to the safe use of the Internet, social media and ICT devices and what is deemed acceptable and appropriate online behaviours. This policy also includes the procedure for managing any breaches of the policy.

Scope of Policy

This policy applies to all persons who are involved with the activities of BHNC, whether they are in a paid or unpaid/voluntary capacity including:

- Registered members/players, including life members
- Persons appointed or elected to committees and sub-committees
- Coaches, assistant coaches and team managers
- Umpires and other officials
- Spectators and family members

This policy applies to platforms including, but not limited to:

- Social networking sites such as Facebook, Instagram, Snapchat and Twitter
- Blogs and microblogging platforms
- Review sites
- Instant messaging
- Online multiplayer gaming platforms
- Public and private online forums and discussion boards

This policy is applicable when using social media and ICT devices:

- As an officially designated individual representing BHNC on social media
- If you are posting content on social media in relation to BHNC that might affect the Club's business, products, services, events, sponsors, members or reputation



Roles & Responsibilities

The Committee are responsible for providing robust policy and procedure guidelines for its members in relation to what is deemed acceptable and appropriate online behaviours, and adhering to and applying this policy and procedure accordingly.

The Media Coordinator is responsible for adhering to this policy and procedure and administering, updating and monitoring the Club's Website, Facebook Page and Instagram.

Members (playing and non-playing) and Officials are responsible for adhering to all aspects of this policy and procedure.

Child Safety

We all have an obligation to do the best we can to keep children safe from harm and abuse. As of 1 January 2017, the Victorian Child Safe Standards were introduced and apply to all sporting organisations that operate and provide sporting services to children within Victoria.

As a result, Netball Victoria formally adopted the Child Safe Standards and developed the [Child Safety Code of Conduct](#) and the [Child Safety in Netball Policy](#). BHNC adheres to these policies and codes of conduct which includes the appropriate use of electronic communications as well as the taking and use of images of children.

Images of Children

The privacy of others needs to be respected at all times and wherever possible, parents, spectators, coaches and officials should obtain permission from a child's parent/guardian before taking an image of a child that is not their own and ensure that the parent knows the way the image will be used.

When using an approved photo of a child, the Club or other delegated authority will not name or identify the child, publish personal information such as residential address, email address, telephone numbers and school, without the consent of the parent/guardian.



What is Cyberbullying

“Cyberbullying 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 others.” (Belsey 2007)

Cyberbullying includes, but is not limited to, the following misuses of technology:

- a) Harassing, teasing, intimidating or threatening another Registered Member by sending or posting inappropriate and hurtful e-mail messages, instant messages, text messages, phone messages, digital pictures or images, or web site postings, irrespective of whether the post or message could be viewed by the wider public; and
- b) Sending, receiving and/or possessing naked or sexually explicit images of a Registered Member.

Using Social Media

Official Capacity

Only authorised members of Committee or those with approved delegated authority are able to engage in social media as a representative of BHNC and do so with the understanding that they are an extension of the Club’s brand and reputation. Delegated authorities must adhere to the following guidelines when using social media related to BHNC or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

- Apply common sense and reasonable use
- Act with integrity
- Protect privacy and respect confidentiality and sensitivity
- Appropriate use of disclaimers
- Comply with applicable laws
 - *Abiding by copyright laws*
 - *Gaining permission when publishing a person’s identifiable image (especially in cases of Aboriginal and Torres Strait Islander people)*
 - *Discrimination, sexual harassment and bullying*
- Avoid controversial issues where possible
- Address errors in a timely and efficient manner

Social Capacity

Social media postings, blogs, status updates and tweets:

- Must not use defamatory, offensive, provocative or hateful language
 - Must not be misleading, false or injure the reputation of another person
 - Must respect and maintain the privacy of others
 - Should, where relevant, promote netball in a positive way
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Branding and Intellectual Property

Non delegated authorities must not use any of BHNC's intellectual property or imagery on social media without prior approval from the committee. Intellectual property includes but is not limited to Trademarks, Logos, Slogans and imagery which has been posted on BHNC official social media sites or websites. They must also not create either an official or unofficial BHNC presence using the organisation's trademarks or name without prior approval from the Committee.

Policy Breaches

It is a breach of this Policy for any person bound by this Policy to do anything contrary to this Policy, including but not limited to:

- Using BHNC name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game
- Posting or sharing any content in breach of any other BHNC or Association policy; State or Commonwealth law or that infringes the intellectual property rights of others
- Posting or sharing material that brings, or risks bringing BHNC, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Procedure

Reporting

All members of BHNC (playing and non-playing), have a responsibility to immediately report in writing any inappropriate or unlawful online conduct to the President and/or the Committee. All reports will be treated seriously and investigated in accordance with this Policy and Procedure.

Any member who feels that they have been the victim of a breach of this Policy:

- Should make note of the date, time and location of the incident and save and store any inappropriate/abusive material on their computer, mobile phone or other device.
 - Should immediately report the incident to the President and/or a Committee Member
 - If the content is of a sexually explicit nature, the Police should be informed immediately by the member (or parent in the case of a minor), followed by a report to the President
 - If applicable, the member affected should also report the abuse to the Internet site or the relevant telecommunications provider
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Investigation

All reports of cyberbullying and other online or mobile telephone harassment will be investigated fully and may result in a notification to Police where BHNC is legally obliged to do so. A notification to Police by an individual will not override BHNC's responsibility to fully investigate a complaint, if one has been lodged, and such investigation will be conducted alongside any Police investigation. In all proceedings, the confidentiality of all persons involved is to be maintained at all times.

When a complaint is received, the Committee will:

- Obtain and record a full, step by step account of the incident
- Ensure the process outlined in this Policy is fully outlined and understood by both the complainant and the respondent
- Ascertain the complainant's preferred outcome e.g. an apology, the behaviour is to cease, mediation or other outcome deemed appropriate
- Advise the respondent and parents if applicable and take action as deemed necessary
- Arrange for the appropriate outcome to be activated, i.e. apology given, mediation
- Keep a confidential record of all details of all discussions and subsequent steps taken in the process.

Sanctions

The Committee will seek to ensure that any disciplinary measure imposed is fair and reasonable and when considering suspension or expulsion, this decision will rest fully with a formal meeting of the standing committee.

At any point, parents may also be contacted for an informal or formal meeting to discuss strategies which may be used to support the player and to resolve behaviour issues.

Sanctions include but may not be limited to:

- A direction that the individual make a verbal and/or written apology
- A verbal or written warning
- Suspension from playing or participating in Club activities/roles including attending training and matches. This also applies to parents and spectators.
- Expulsion from the club