



POLICY – Member Protection Policy/Social Media Policy

Member Protection Policy - Part F - Cyber safety

Document Control

Version Control

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Approval

Delegation required for approval: Chairperson

Approving officer:

Name: Sharon Casablanca

Position: Chairperson

Signature: 

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Purpose and Background

Brisbane Netball Association Inc. and persons identified in the Member Protection Policy Clause 3 have an obligation to maintain a safe physical and emotional environment. This responsibility is not solely confined to the netball court.

Brisbane Netball Association Inc. acknowledge that the Internet and ICT devices/equipment can bring great benefit to all users and to the effective operation of **Brisbane Netball Association Inc.**; however, Cyber safety issues related to the use of Information and Communication Technologies (ICT) have the potential to have a negative impact upon all concerned.

Brisbane Netball Association Inc. place a high priority on the acceptable use of ICT devices/equipment which will benefit members; however, it recognises that the presence in the sporting arena of these technologies may also facilitate anti-social, inappropriate, abusive, threatening and/or illegal behaviour and activities. **Brisbane Netball Association Inc.** seek to

maximise the benefit of these technologies while at the same time minimising the dangers and managing the risks.

What is Cyber Bullying?

“Cyber Bullying 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).

Cyber Bullying 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
- b) sending, receiving and/or possessing naked or sexually explicit images of a Registered Member.

Registered Members should:

- a) be aware that postings, comments and/or messages from their individual ICT account or mobile phone will remain the responsibility of the account owner unless the account owner can prove that their account had been accessed by an unauthorised person and by a method outside of their control
- b) be vigilant about the security of their account(s) and take all reasonable steps to protect themselves, for example, not sharing passwords or allowing others to log on to their individual accounts
- c) be aware that where a crime has been committed, they may be subject to a criminal investigation by Police over which **Brisbane Netball Association Inc.** will have no control. This particularly applies to ‘sexting’ where the Registered Member is in possession of an inappropriate sexualised image of a person under the age of 18 years

Policy Statement

Brisbane Netball Association Inc. and persons identified in the Member Protection Policy Clause 3 will implement and maintain rigorous and effective Cybersafety practices which aim to maximise the benefits of the Internet and ICT and allow for the effective operation of **Brisbane Netball Association Inc.**, whilst minimising and managing any risks. Such practices will aim to maintain a Cybersafe playing environment and address the needs of the **Brisbane Netball Association Inc.** to receive education about the safe and responsible use of present and developing ICT.

Applicability

This Policy applies to **Brisbane Netball Association Inc.** and persons identified in the Member Protection Policy Clause 3, whether they are in a paid or unpaid/voluntary capacity:

This Policy will continue to apply to a person even after they have ceased with their association or employment with **Brisbane Netball Association Inc.**

Definitions

“**Cybersafety**” refers to the safe and responsible use of the Internet and ICT equipment/devices, including mobile phones.

“ICT” means Information and Communication Technologies.

“ICT devices/equipment” includes, but is not limited to, computers, desktops, laptops, PDAs, storage devices, USB and flash memory devices, CDs, DVDs, floppy disks, iPods, iPads, Smart Phones, MP3 players, cameras, video, digital, webcams, all types of mobile phones, video and audio players/receivers, portable CD and DVD players, Gaming Consoles, and any other similar technologies as they come into use.

“Registered Member” means a person registered as a financial member of **Brisbane Netball Association Inc.** who is therefore eligible to participate in a netball Tournament, Competition, Activity or Event conducted by an Organising Body. A Registered Member is subject to the **Brisbane Netball Association Inc.** Competition Regulations.

Procedure

All reports of Cyber Bullying and other online or mobile telephone harassment will be investigated fully and may result in a notification to Police where **Brisbane Netball Association Inc.** is legally obliged to do so. A notification to Police by an individual will not override **Brisbane Netball Association Inc.** responsibility to fully investigate a complaint, if one has been lodged with **Brisbane Netball Association Inc.**, and such investigation will be conducted alongside any Police investigation.

A Registered Member may make a complaints under **Brisbane Netball Association Inc.’s** Competition Regulations, if the behaviour the subject of the complaint occurred before, during or after a Tournament, Competition, Activity or Event arranged by **Brisbane Netball Association Inc.**

A complaint may also be made under **Brisbane Netball Association Inc.’s** Member Protection Policy if the behaviour the subject of the complaint is general in nature and/or ongoing and does not apply to a particular Tournament, Competition, Activity or Event arranged by **Brisbane Netball Association Inc.**

Breaches of the policy

Brisbane Netball Association Inc. takes its responsibility seriously in providing robust policy, guidelines and education for its members, in relation to what is deemed acceptable and appropriate online behaviours.

The motto, crest, and/or logo of **Brisbane Netball Association Inc.** or an Organising Body must not be used in any way which would result in a negative impact for **Brisbane Netball Association Inc.**, the Organising Body or its members.

All those bound by this policy have a responsibility to ensure that all online communications are kept within **Brisbane Netball Association Inc.’s** expectations in relation to appropriate and respectful interactions with any Official, Affiliated Association, Affiliated Club, Umpire, Coach, Registered Member and/or Organising Body.

Those bound by this policy must not:

- a) post or send inappropriate comments via the Internet or ICT about any **Brisbane Netball Association Inc.** Official, Affiliated Association, Affiliated Club, Umpire, Coach, Registered Member and/or Organising Body; where:
 - i. if said in person during the conduct of a netball game, would result in disciplinary action being taken; or

- ii. such posting would be in breach of the ***Brisbane Netball Association Inc.*** Member Protection Policy:
 - a. Part A – Code of Behaviour
 - b. Sections 14 & 15 Position Statements Policy – Cyber Bullying & Safety and Social Networking Sites.

How to deal with breaches of this policy

If a person to whom this policy applies feels that they have been the victim of such misuses of technology should save and store the offending material on their computer, mobile phone or other device.

If the content is of a sexually explicit nature, the Police should be informed immediately by the person involved.

For all other instances of Cyber Bullying, the recipient and/or other person having knowledge of such behaviour, should print a copy of the material and immediately report the incident following the procedure listed below. The person involved should also report the abuse to the Internet site, if applicable, or the relevant telecommunications provider, in the case of mobile phone abuse.

Penalties

Under ***Brisbane Netball Association Inc.***'s Competition Regulations, a proven charge of an online breach of code of conduct, as per this policy, may attract one or more of the following penalties:

- a) A warning
- b) A monetary fine
- c) Suspension
- d) Disqualification and/or
- e) Any other such penalty as the ***Brisbane Netball Association Inc.*** Board of Directors or Hearing Tribunal (if relevant) considers appropriate

BRISBANE NETBALL ASSOCIATION SOCIAL MEDIA FRAMEWORK

1. Why have a Social Networking Framework?

A social media policy is a necessity for any organization, but the high-profile nature of sports teams creates unique issues which should be addressed through the use of a commonsense policy.

Appropriate use of social media relies on good judgment and common sense. The immediate, public and permanent nature of social networking expose the competition, team and players to a degree of risk.

The policy has been developed to provide clarity on how we conduct ourselves in the emerging and ever evolving world of online social media. The guidelines contained in this policy are intended to help empower staff, associations, players and people in the netball community to participate in this new frontier, but to do it sensibly and in a way that best represents the netball brand.

The policy also outlines our individual and collective responsibilities when using social media. This mostly comes down to personal good judgment about what material appears online, and in what context.

The Social Media Framework comprises two sections:

- 1. Brisbane Netball Association Social Media Policy
- 2. Brisbane Netball Association Social Media Guidelines

2. Who should read this document?

This is the official Social Media Framework of Brisbane Netball Association. If you are a Brisbane Netball Association employee or athlete contracted by Brisbane Netball Association and create or contribute to social networks, blogs or any other kind of social media, the Brisbane Netball Association Social Media Policy and Guidelines apply to you.

3. Updates

This document will evolve as new technologies and social networking tools emerge. It was most recently updated in June 2012.

1. Social Media Policy

On the whole, responsible and appropriate use of social networking comes down to good judgment and common sense – think before you publish! However, if you are participating in social networking and you are in any way identifiable as being associated with the Brisbane Netball Association, your comments are subject to the Brisbane Netball Association Code of Behaviour.

The following points comprise the Brisbane Netball Association Social Media Policy:

Use of Intellectual Property

No individual, including contracted athletes, may use any Brisbane Netball Association intellectual property including any Brisbane Netball Association logo (Nippers, event logos, etc.) in personal content such as websites, Facebook pages and Twitter accounts, without the prior consent of Brisbane Netball Association.

Requests to use these logos should be directed to the Chairperson – Brisbane Netball Association.

Confidentiality

Never post information about Brisbane Netball Association or its athletes before it is publicly available.

Integrity

Never post a comment that compromises the integrity of Brisbane Netball Association, its athletes, its teams or its sponsors.

Consequences

The Brisbane Netball Association Player Agreement states that athletes must at all times comply with the rules, the Code of Contact and all standards, policies, regulations, rules, policies, determinations and resolutions which may be passed by Brisbane Netball Association.

The Brisbane Netball Association Disciplinary By-Law applies to social media engagement

Brisbane Netball Association staff and athletes should familiarise themselves with the Disciplinary By-Law. Inappropriate use of social media could fall into the category of bringing the game and Brisbane Netball Association into disrepute; for example, if players made comments deemed to be harassing, obscene, defamatory, libellous, threatening, hateful or embarrassing to any person or entity.

In such circumstances, or if any of the points above are breached, Brisbane Netball Association may impose sanctions which include but are not limited to:

- A reprimand
- A direction to make verbal or written apology
- Imposing a fine
- Imposing a ban on taking part in any Brisbane Netball Association related activity
- Suspension from participation in a match or matches

2. Social Media Guidelines

If you participate in social media, please observe these guiding principles.

Use common sense	<ul style="list-style-type: none"> • Think before you publish! If in doubt, don't post. • Don't over share. How much of your private life do you really want your followers and other to know? • Don't post photos of things that are best left covered. • Don't forget, even if an insensitive post is up for less than one minute, information lives on forever on the Internet – even if you delete your account.
Be professional	<ul style="list-style-type: none"> • As many athletes have found out the hard way, the impact of one ill-considered piece of information shared online on an athlete's career can be life-changing. • Avoid posting words, jokes or comments based on an individual's gender, sexual orientation, race, ethnicity, age or religion. • Never post pornography. • Never post when under the influence of alcohol or drugs. • Never post when upset or angry. • It's great to have an opinion. But it's not cool to attack others with unprofessional remarks. When you disagree with someone, exercise grace. Before you post something, ask yourself: how would I feel if this post were about me?
Respect copyright	<ul style="list-style-type: none"> • Respect proprietary information and content, trademarks, and confidentiality. • Never post an image or content from another source unless you are sure it is in the public domain, or that the owner has granted permission. <ul style="list-style-type: none"> ○ A practical example: it's okay to post links to online news stories, as these are publicly available. However, you should never post 'privileged' information; for example, an athlete or the administrator of a team Facebook page may be aware of information such as match dates or a new sponsor signings before such information has been

	officially announced. In this case, the information is not in the public domain and should not be disclosed.
Be truthful, open and accountable	<ul style="list-style-type: none"> • Be honest and transparent. Use your real name, identify who you are, and be clear about your role. • Tell the truth. • Never plagiarise. • Be authentic.

Moderation Guidelines

While we strongly encourage user participation, there may be times when it is appropriate to moderate content posted by fans. In some circumstances, this may involve deleting posts and/or banning certain users.

The whole point of social media is that it generates healthy conversation, engagement and debate. Sometimes users may post comments which you may disagree with, however this is the essence of social networking.

To maintain authenticity and credibility, Brisbane Netball Association recommends the following approach: if the content is positive or negative and in context to the conversation, then the content should remain. Content should only be deleted if it is ugly, offensive, denigrating or completely out of context.

Be prepared to receive and respond to negative feedback. It is always preferable to respond rather than ignore criticism. If you make a mistake, correct it quickly and offer an explanation. If you change previously published content, explain why.

Special considerations for Twitter

- Think carefully about your username; ensure that it’s not offensive or inappropriate.
- Always remember that unless you make your account private, everything you write on Twitter can be seen by journalists, fans and sponsors.
- Never comment on team selection or injury until the information has been publicly announced. If you’re not sure, check with your Team Manager.
- Never comment on the on-court performance of any athletes or umpires.
- Be careful if commenting or giving opinion on areas outside your area of expertise.

Related Document

Brisbane Netball Association Inc. Member Protection Policy
Brisbane Netball Association Inc. Code of Behaviour