

17. Social Media Policy

OVERALL RESPONSIBILITY

BOARD

DAY TO DAY OPERATION & MONITORING COMPLIANCE: CENTRE MANAGER

PURPOSE:

Provide guidance to staff, board members and participant volunteers with respect to both personal and official use of social media, and to ensure that the use of social media by staff, board members and participant volunteers is consistent with the organisation's strategic goals.

APPLICATION. This policy applies to all staff, Board members, Committee members and participating volunteers involved with netball at Tauranga Netball Centre (TNC). Breaches of this policy may result in disciplinary action under the Code of Conduct and may result in disciplinary action, warnings, suspension, termination of employment and/or civil or criminal prosecution.

RELATED DOCUMENTS

The following documents must be read in conjunction with this policy:

- TNC Code of Conduct
- TNC Current Policies and Regulations
- TNC Current Constitution
- NNZ policies, regulations, and constitutions
- Privacy Act 1993 and subsequent amendments

DEFINITION

Social media is a collective term for websites and applications which focus on communication, community-based input, interacting, content sharing and collaboration. Different types of social media are normally dedicated to information sharing, forums, microblogging and social networking.

PRINCIPLES:

- TNC supports the use of managed social media as a way of facilitating communication and dialogue between its various audiences e.g. staff, board and committee members and all netball stakeholders and the wider community, business sectors, and media.
- Staff, board members, participant volunteers must always be alert to the fact that postings on social media sites can be immediate, public and permanent.

- All participants in social media act ethically at all times act with integrity, mutual trust and respect for others.
- The organisation needs to be confident that the online activities of staff, board members and participant volunteers do not undermine the interests of TNC.
- Contributions made online should be in a manner which enhances the TNC reputation.
- Any comments made should include a simple and visible disclaimer such as '*these are my personal views and not those of Tauranga Netball Centre*'.
- Make sure that what you write about is accurate, truthful and is within your area of expertise.
- Never comment on legal matters.
- Never attack, defame, abuse, harass, stalk, threaten or otherwise violate the legal rights of players, clubs, employees, colleagues or external third parties via online activities.
- Do not post, upload, distribute or disseminate any inappropriate, profane, defamatory, discriminatory, false, misleading, infringing, obscene, indecent, or unlawful material or information.
- Do not post any personal or sensitive details including but not limited to images where people can be identified without first having obtained permission to do so.
- Do not give rise to rumours or comment on rumours in any way – also, do not deny or confirm them.

A. Personal social media involvement

- A staff member, board member and/or participant volunteer using a social media site as a private individual:
 - a. must not post confidential or proprietary information about TNC staff and board members and participant volunteers.
 - b. when posting about the organisation, this must be done in a professional manner and must always consider how the post may reflect on TNC this is particularly relevant when the subject matter is controversial
 - c. must consider the privacy of staff, board members and participant volunteers and must not post photos, videos, or details of internal conversations that may identify them without their permission
 - d. must not use the TNC logo, branding or other identification on personal social media pages
 - e. must not use the name of TNC logo or brand to promote a product, cause, political party, or national or local government candidate
 - f. must ensure that any information posted about TNC is factually correct.
- A staff member who wishes to establish an official TNC social media presence must seek prior approval to do so from the Centre Manager.
- Authority to approve the establishment of any TNC social media presence rests with the Centre Manager, as part of the approval, a staff member will be identified as having responsibility for maintaining the site.

- Any staff member identified by the Centre Manager as having responsibility for a TNC social media presence must ensure that the information posted on the site is
 - a. up to date and includes appropriate links to the TNC webpage.
 - b. accurate and factually correct.
 - c. professional in tone and style.
 - d. Must not make inflammatory comments about any other organisation or individual.
- The Centre Manager has authority to moderate any TNC content on any social media site and to delete any posts that, in his or her opinion, pose a reputational risk to the organisation.
- Staff who wish to have any social media site content relevant to TNC moderated may only do so in consultation with the Centre Manager.

B: SOCIAL MEDIA GUIDELINES FOR FANS AND SUPPORTERS

Any TNC Facebook Pages have been created to provide a space for discussion and opinions to be shared by TNC netball members and supporters.

We encourage the expression of opinions and open discussions about TNC but ask that you post respectfully and responsibly.

Comments will be deleted from and TNC Facebook Page if they contain:

- Offensive, abusive, obscene, profane, hateful, or racist content and language
- Comments that threaten or defame any person of organisation
- Comments that refer to cheating or bias in umpiring
- Comments that are contrary to the spirit and integrity of sport
- Solicitation and advertisements by other organisations or endorsements of other organisations
- Repetitive posts copied and pasted or duplicated by single or multiple users
- Anything else TNC deems inappropriate

TNC does not accept responsibility for the comments of fans on any TNC Facebook pages. If these guidelines are not adhered to then users may be banned

Updated by: Maree Body	Date board Approved: 15 June 2021	Next review due date: June 2023
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