

Caloundra District Netball Association

CYBER SAFETY & SOCIAL MEDIA POLICY

2025

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1. Scope

- 1.01 This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations.
- 1.02 The policy provides guidance by allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved in the organisation.
- 1.03 The policy assists to establish a culture of openness, trust and integrity in all online activities related to the Caloundra District Netball Association (CDNA).
- 1.04 This policy applies to all persons who are involved with the activities of the CDNA, whether they are in a paid or unpaid voluntary capacity, including but not limited to: Executive Committee Members; Employees; Coaches; Managers; Players; Umpires; members of our affiliated Clubs and Sponsors.
- 1.05 This procedure specifically relates to the Netball Queensland Code of Conduct; Netball Queensland Member Protection Policy, *Anti-Discrimination Act 1991 Qld*; *Copyright Act 1968* *cwth*; and *Privacy Act 1990 Qld*.
- 1.06 Any suggested changes to this policy must be made in writing to CDNA at secretary@caloundranetball.org.au. Changes will be discussed by the Executive Committee and approval gained by CDNA Delegates before implementation.

2. Policy Statement

- 2.01 Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.
- 2.02 This policy is applicable when using social media for professional or personal use and/or as an officially designated individual representing CDNA that might affect the organisations business, products, services, events, sponsors, members or reputation.

3. Social Media Procedures & Guidelines

- 3.01 To use any social media communication on behalf of the CDNA you must be authorised by the Executive Committee.
- 3.02 The key person responsible for all social media for CDNA is the Media Officer; If no Media Officer is appointed the key persons responsible will be the Secretary and/or Administration Officer.
- 3.03 Excluding the Executive Committee members, no posting on social media should be completed without prior approval of the Media Officer; in their absence the Secretary or Administration Officer should be contacted for approval.
- 3.04 Members approved for using the CDNA social media sites are to understand the boundaries between when they are representing themselves and the organisation. Often the lines can be blurred, so what a person may post as an individual, may often be linked to the organisation.
- 3.05 At all times, members posting on behalf of the organisation need to be mindful of the CDNA's brand and that they are an ambassador for that brand.
- 3.06 Members posting on behalf of the organisation must bear in mind that what they write is their responsibility and failure to abide by these guidelines could put their employment or membership at risk. Members posting on behalf of the CDNA must adhere to the following guidelines:
 - (a) Use Common Sense
 - If unsure as to whether or not the content that is to be shared is appropriate, seek advice from others (for example – Administration Officer refer to President; Coaching and Umpiring Officers refer to Administration Officer or President).
 - (b) Protecting Your Privacy

- When posting content online, there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Persons are to refrain from posting any content online that a person would not be happy for anyone to see, even if the person posting feels confident that a particular individual would never see it.
 - Where possible, privacy settings on the CDNA's social media sites should be set to limit access.
 - No personal details should be circulated.
- (c) Honesty
- Do not say anything that is dishonest, untrue, or misleading. Facts need to be checked before uploading or posting anything. If in doubt do not post or upload.
- (d) Use of Disclaimers
- Wherever practical, the person posting or uploading onto the organisation's social media sites should include a prominent disclaimer stating that the individual is affiliated with CDNA. No personal opinion should be published.
- (e) Reasonable Use
- All employees of CDNA should not access their personal social media accounts while working.
- (f) Confidentiality
- When posting or uploading, a person must maintain the privacy of CDNA. This includes information that is not publicly accessible, widely known or not expected to be shared outside of the organisation.
 - Information shared or uploaded online is public and searchable and it is recognised as 'on the record'.
 - It is acceptable to talk about the CDNA and have dialogue with our netball community but is not acceptable to publish confidential information from our netball community or concerning the organisation.
 - Confidential information includes but is not limited to litigation, unreleased programs, coaching personnel, players, officials, financial information, sponsors and their arrangements.
 - Consideration should also be taken into account where information from others has been provided to you in confidence and where no consent has been given or sought through the third party.
 - When CDNA is requested by a third party to remove information provided to them by that party, the information must be removed immediately.
 - Permission should always be sought if the use of publication of information is not incidental, but directly related to an individual. This is particularly relevant to the publishing of any information regarding persons 17 years and under.
- (g) Gaining Permission when Publishing a Person's Identifiable Image
- Permission from an individual to use direct, clearly identifiable image of that person is to be obtained before uploading or posting on the social media sites.
 - Persons should refrain from posting any information or photos of a sensitive nature, including accidents, incidents, or controversial behaviour.
- (h) Complying with Applicable Laws
- No posts or uploads should be made with material that contains illegal or indecent content, including defamatory, vilifying, or misleading and deceptive content.
 - Quote or use of short excerpts from another's work should be acknowledged. Copyright Laws apply to uploading and posting (*Copyright Act 1968 cwth*)
- (i) Discrimination, Sexual Harassment and Bullying

- CDNA employees and members reflect a diverse set of customs, values, and points of view. Posts and uploads of offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist, or any other inappropriate nature is not acceptable, including the use of music and lyrics that may contain unacceptable material.
- (j) Avoiding Controversial Issues
 - CDNA will not post or upload material that is not relevant to the organisation. Posts will not reflect political or social commentary. All posts must be respectful and relevant to the sport of netball.
- (k) Dealing with Mistakes
 - Should a person make an error while posting on social media, the person should immediately identify the mistake and address it quickly by modifying the earlier post and making clear that the earlier post was incorrect.
 - If a third party accuses the posting as improper, the third party should be contacted and address the matter to their satisfaction. If the third party is not satisfied with the response, CDNA may seek legal advice.
- (l) Branding and Intellectual Property
 - Persons posting on behalf of CDNA must not use any of the organisation's intellectual property or imagery on their personal social media without prior approval from the organisation, including but not limited to trademarks; logos; slogans; and imagery.
 - No person can create either an official or unofficial site using the organisation's trademarks or name without approval from the CDNA Executive Committee.
 - No person can imply they are authorised to speak on behalf of CDNA without approval from the CDNA Executive Committee.
 - Where permission has been granted to create or administer an official social media presence for CDNA writers must adhere to the relevant policies and guidelines.

3.07 Policy Breaches

Breaches of this policy include but are not limited to:

- (a) Using the CDNA name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- (b) Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- (c) Posting or sharing any content that includes insulting, obscene, offensive, provocative, or hateful language.
- (d) Posting or sharing any content, that if said in person during the playing of the game would result in a breach of the rules of the game.
- (e) Posting or sharing photos/video where people are in uniform or at a CDNA sanctioned event, that are insensitive, offensive, socially irresponsible, discriminatory or libellous.
- (f) Posting or sharing any content in breach of CDNA's and Netball Queensland anti-discrimination, racial discrimination, sexual harassment, or other similar policy.
- (g) Posting or sharing any content that is a breach of any state or Commonwealth law.
- (h) Posting or sharing any material to our social media channels that infringes the intellectual property rights of others; and
- (i) Posting or sharing material that brings, or risks bringing CDNA, 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.

3.08 Reporting a Breach

- (a) If a person notices inappropriate or unlawful content online in relation to CDNA or any of its members, or content that may otherwise have been published in breach of this policy, contact should be made immediately to the Secretary at email address secretary@caloundranetball.org.au
- (b) For a complaint about the misuse of social media relating to a match or competition that occurs either prior to, during or after the game, contact is to be made to the Secretary at email address secretary@caloundranetball.org.au
- (c) For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular game, refer to the Secretary at email address secretary@caloundranetball.org.au

3.09 Investigation

- (a) Alleged breaches of the social media policy may be investigated at the discretion of the Executive Committee. The Committee may appoint an investigator to carry out the investigation and report the findings back to the Committee.

3.10 Disciplinary Process, Consequences and Appeals

- (a) Depending on the circumstances, breaches of this policy may be dealt with in accordance with the CDNA disciplinary procedures.
- (b) Employees who breach this policy may face disciplinary action up to and including termination in accordance with relevant policies.

3.11 Appeals

- (a) Any person who is sanctioned under a disciplinary process for breach of this policy may have the right of appeal under the CDNA disciplinary procedures.

4. Acceptable Use

4.01 When using our social media channels, please ensure that the following occurs:

- (a) Protect your personal privacy and that of others by not including personal information about yourself or others in your posts to our social media channels (for example, email addresses, private addresses or phone numbers);
- (b) Represent your own views and not impersonate or falsely represent any other person;
- (c) Keep your posts relevant to CDNA
- (d) Are not abusive and do not harass or threaten others;
- (e) Do not make defamatory or libelous comments;
- (f) Do not use insulting, provocative or hateful language;
- (g) Do not use obscene or offensive language;
- (h) Do not post material that infringes the intellectual property rights of others;
- (i) Do not post multiple versions of the same view or make excessive postings on a particular issue;
- (j) Do not promote commercial interests in your posts;
- (k) Do not include harmful or offensive internet addresses or links to websites, or any email addresses in your posts.

4.02 Participants may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another participant.

5. Moderation Guidelines

- 5.01 While we strongly encourage user participation, there may be times when it is appropriate to moderate content posted by users. In some circumstances, this may involve deleting posts and/or banning certain users.
- 5.02 Social media is designed to encourage healthy conversation, engagement, and the exchange of diverse perspectives. While users may occasionally share views that differ from your own, this diversity of opinion is a fundamental aspect of social networking and should be approached with respect and professionalism.
- 5.03 To maintain authenticity and credibility, CDNA 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 defamatory, obscene, offensive, denigrating or completely out of context.
- 5.04 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.
- 5.05 **Right to Remove Posts and Block Offenders**
 - (a) CDNA has the right to enforce this Acceptable Use Policy at its discretion.
 - (b) CDNA administration may remove any posted messages that it considers to be in breach of this policy and will block repeat offenders.

6. Member Social Media Code of Conduct

- 6.01 This policy sets out CDNA expectations for the professional and personal use of social media. Social media refers to a variety of online communities and digital interfaces, for example (but not limited to) social networks, blogs, chat rooms and forums.
 - (a) Parents and athletes representing CDNA must act carefully and responsibly to protect the Association's image and reputation.
 - (b) When sharing photos/video where people are in uniform or at a CDNA sanctioned event, ensure that the post and/or your commentary isn't offensive, socially irresponsible, discriminatory or libellous.
 - (c) Representative team and parent social media pages or groups established for communication purposes must comply with the Association's Codes of Conduct at all times.
 - (d) Parents and athletes are required to be respectful, polite and patient, when engaging in conversations via social media on the Association's behalf.
 - (e) Posts should remain relevant to netball and CDNA activities. Members must not use CDNA-related pages for political, religious, or unrelated personal commentary.
 - (f) Avoid speaking on matters outside your field of expertise and be careful not to answer questions or make statements via social media that fall under somebody else's responsibility.
 - (g) Follow CDNA policies and guidelines (including any confidentiality or privacy policy)
 - (h) Only Act within the Law (including copyright law, trademark law, privacy law, anti-discrimination law and any other relevant law).
 - (i) When engaging on a netball post, never post socially irresponsible, discriminatory, offensive or libellous content and/or commentary.
 - (j) Never knowingly or recklessly provide misleading or false content. If incorrect or misleading content is posted, it must be corrected or removed promptly. Members must comply immediately with any CDNA Executive request to remove content.
 - (k) CDNA will retain ownership of any Official CDNA social media accounts and any information within those accounts.
 - (l) Examples of potential breaches to this policy include but are not limited to

- Posting of insensitive or libellous photos/videos whilst representing the Association.
 - posting comments or content to social media that could constitute bullying, discrimination or harassment.
 - Posting inaccurate, misleading or deceptive content.
 - Use videos or images of others without express prior permission.
- (m) Do not assume that your post will be received by “friends” only or if you are using a pseudonym, you cannot be identified.
- (n) Once you have made a social media posting, often it can still be accessed even when removed.
- (o) Separate the personal and the professional – do not imply CDNA endorsement of your personal views. If you comment on netball matters online, make clear your opinions are personal and not representative of CDNA.
- (p) Do not use social media platforms as a forum for disputes or grievances.
- (q) Non-compliance of the above policies can be considered a breach.
- (r) Any breach of the above policies that has the potential to damage the reputation, image, competitive or financial position of CDNA may result in disciplinary action.
- (s) CDNA logos, imagery, and branding must not be used without approval.
- (t) Members must not share confidential CDNA information, including disputes, financial matters, or other sensitive internal business. Do not post personal details of yourself or other members.

7. Photography

- 7.01 Photography, including video's, taken by CDNA or by its approved agent(s) of an athlete or yourself in attendance at a CDNA Event/Function, may be utilised for any legal/appropriate purpose whatsoever, including (but not by way of limitation) illustration, promotion, advertising, trade, etc. When photographing, CDNA or its approved agent/s will advertise photography sessions and/or will seek permission individually with teams and/or athletes/parents.
- 7.02 Such photography may be published in any medium and may be labelled with the name of the person/s in the photograph and the event at which the photograph was taken.
- 7.03 When using photos on social media channels, please ensure that you:
- (a) Avoid naming the child. If this is not possible avoid using both a first name and surname.
 - (b) Avoid sharing photos/video where people are in uniform or at a CDNA sanctioned event, that are insensitive, offensive, socially irresponsible, discriminatory or libellous.
 - (c) Avoid displaying personal information such as residential address, email address or telephone numbers if images are being posted on websites or distributed in publications.
 - (d) Do not display information about hobbies, likes/dislikes, school, etc. as this information has the potential to be used.
 - (e) Only use appropriate images of the child, relevant to the sport or activity, and ensure that the athlete/child is suitably clothed. Images of athletes participating in sports or activities that involve minimal clothing or unusual body positions/poses could potentially be misused. The age of the child is another factor to consider when deciding if the image is appropriate.
 - (f) Reduce the ability for direct copying of pictures from a website to another source (i.e. disable the 'right mouse click' function).

8. Related Documents

- 8.01 Code of Conducts
- 8.02 Member Protection Policy