

# 2017



## COMMUNICATION AND SOCIAL MEDIA POLICY

The Adelaide Wildcats Netball Club (Wildcats) recognises the need to communicate with our members in an open, transparent and timely manner. Social media such as Facebook, YouTube, Instagram and Twitter provide the opportunity to build an engaged community of members and achieve these communication goals as well as through other mediums such as email and text messaging.

This policy sets out the obligations for all Wildcat members in relation to engaging in communication and the use of social media. Wildcats members are free to use social media for personal expression. However, members should be aware of and understand the potential risks and damage to Wildcats that can occur, either directly or indirectly, from their personal use of social media. All members are responsible for being aware of this policy and understanding their responsibility around the use of social media based on good judgement and common sense.

### COMMUNICATION TO MEMBERS

Upon registration to play for the wildcats, all players (or their parent/guardian) are asked to nominate an email address and contact number for all communication from Wildcats, which includes communication from coaches/officials. This communication could be updates from the club about upcoming events, trials, coach feedback from games and updates to training/match information.

The Wildcat's policy on communication with players is as follows:

- For all senior players, communication will be directly to the player, unless advised otherwise.
- For all intermediate players, communication may be directly to the player, where written permission from the parent/guardian has been given on the *Wildcat's Communication Approval Form*. If permission is not given, all communication will be directly with the parent/guardian.
- For all junior, sub junior, primary and sub primary players, all communication will be directly to the parent/guardian.

Please note that it is expected that this communication policy applies to communication from parents/players also eg all Junior, Sub Junior, Primary and Sub Primary communication with coaches/officials should be from the parent/guardian not the individual player.

### OFFICIAL USE OF SOCIAL MEDIA

Wildcats expects all club officials (Committee, coaches, umpires) to maintain a certain standard of behaviour for both official and personal use. Only club officials approved by the management committee should make club policy statements on behalf of Wildcats.

Social Media has proven to be a positive mechanism for timely and open interaction between players and coaches and can be used at the team level according to the following guidelines:

- For all senior teams, players can opt into a team Facebook group established by their coach for the season.
- For all junior and intermediate teams, players must have written permission from their parent/guardian on the *Wildcat's Communication Approval Form* prior to participation in a team Facebook group. Parents are able to join team groups if they wish/or instead of their child. A committee member must also be a member of the group. If a parent does not wish their child/or themselves to be involved in a team Facebook group, then it will not be created for the team.
- For all sub junior, primary and sub primary teams, parents can opt into a team Facebook group established by the coach for the season.

# 2017



- The use of Facebook groups for communication purposes is not an expectation placed on Wildcat coaches by the club and should not be the main source of communication to players/parents/guardians, particularly for updates regarding training/matches however Wildcats notes coaches may wish to utilise this forum to assist with the communication to their team.

## **SOCIAL MEDIA GUIDELINES**

Wildcat members need to be mindful that once comments/images are made or published, they are in the public domain for a long time and can be hard to retract.

Wildcats recommends members:

- avoid personal comments or opinions that compromise the integrity of the club, activities, members, sponsors or partner organisations
- avoid the use of Wildcat images, logo, club visual identification or other Wildcat intellectual property unless approved to do so.
- avoid the creation of fan pages relating to the club and its activities unless approved to do so.
- ensure the use of social media is conducted in a respectful way to protect the reputation of the club, it's members, sponsors and partner organisations.
- Use discretion when deciding whether or not 'friend' a member of the club.
- don't include any personal information of yourself on social media.
- don't use offensive, provocative, discriminatory or hateful language.
- always ask a person's permission before posting their image or information on social media.
- always use social media to add value and promote the sport in a positive way.

## **MEDIA COMMUNICATION**

Wildcat members who are contacted by the media (including Netball SA and other affiliated organisations) regarding Wildcats in any way should contact either the President or Secretary in the first instance.

## **PRIVACY AND CONFIDENTIALITY**

Any confidential information relating to Wildcats, it's members, sponsors and partner organisations must not be communicated, including material that violates the privacy of others. Some Wildcat members have requested their name and/or image not to be used so please be mindful of this before sharing this information on social media.

## **NON COMPLIANCE**

Any behaviour by Wildcat members that is inconsistent with the Club Expectations for Players, Club Officials and Spectators and is directly related to Wildcats, may constitute a breach of this policy.

Unacceptable and/or offensive commentary should be reported to the management committee at [netball@adelaidewildcats.com.au](mailto:netball@adelaidewildcats.com.au) . The committee will take appropriate steps to investigate the situation and act accordingly.

Cyber bullying is unacceptable to the club and will be reported to the appropriate authority. Unacceptable and/or repeated breaches as above may result in disciplinary action. If there is any doubt about posting content on social media, please consult the management committee.