

RUGBY BLACKS NETBALL



SOCIAL MEDIA SAFETY POLICY

Adopted by Maitland Rugby Blacks Netball Club at its Committee Meeting and effective as at 11 August 2020

<i>Update</i>	<i>Comments</i>
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1 Policy Statement

This Policy applies to Maitland Rugby Blacks Netball Club Members and Affiliates.

This Policy aims to ensure that Maitland Rugby Blacks Netball Club core values, good reputation and positive behaviours and attitudes are maintained. To ensure that every person involved in netball is treated with respect and dignity, and is safe and protected from abuse. Maitland Rugby Blacks Netball Club acknowledges that the safe environment we wish to maintain for our netball family is not solely confined to the netball court; it includes maintaining a harmonious environment during all activities related to and/or that have a connection with netball.

Maitland Rugby Blacks Netball Club are enthusiastically involved with the use of Internet and Information and Communication Technologies (ICT) devices which bring a great deal of benefits to Maitland Rugby Blacks Netball Club, our members and partners. Maitland Rugby Blacks Netball Club recognises that social networking through the use of a range of internet-based and other electronic social media tools are integrated into everyday life. Maitland Rugby Blacks Netball Club is committed to supporting people's rights to interact socially through electronic communication, blogging, microblogging, video and audio sharing sites, wikis and interaction via Social Media, however, Maitland Rugby Blacks Netball Club is acutely aware of the potentially adverse side of misuses of information and communication technology and the resulting social media and cyber safety issues which have the potential to impact negatively on all parties involved.

These operational guidelines are issued to athletes and officials while representing Maitland Rugby Blacks Netball Club in any capacity and are subsidiary to this policy.

2 Definitions

Affiliate means a Sponsor, Association or Club, howsoever described, whether incorporated or unincorporated, a company limited by guarantee or otherwise, which is a member of Maitland Rugby Blacks Netball Club.

Confidential Information includes but is not limited to:

- a) Non-public information about Maitland Rugby Blacks Netball Club and Associations.
- b) Information which is personal information of individuals including that information in reports, investigations, selection process documentation and marketing/event databases, and
- c) Organisational processes, events and procedures of Maitland Rugby Blacks Netball Club and affiliated Associations.

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 and/or offend others.

Cyber safety refers to the safe and responsible use of the internet and ICT equipment / devices, including mobile phones.

ICT means Information and Communication Technologies.

ICT Equipment / Devices includes any electronic device which can be used to communicate via the internet.

Junior means a person under the age of eighteen (18) years who is participating in an activity of Maitland Rugby Blacks Netball Club or of an affiliated Association.

Individual Member (Member) means a natural person who is a registered financial member of Maitland Rugby Blacks Netball Club.

Policy and This Policy mean this Social Media Safety Policy.

Privacy Principles and Policy are those Australian Privacy Principles established under the *Privacy Act* and encapsulated within the Maitland Rugby Blacks Netball Club Privacy Policy.

3 Policy Application

- 3.1 Maitland Rugby Blacks Netball Club appreciates the value of using electronic communication tools and social media to build more meaningful relationships with Maitland Rugby Blacks Netball Club Members and Affiliates. However, Maitland Rugby Blacks Netball Club will not tolerate any behaviour whereby a Maitland Rugby Blacks Netball Club policy is in breach or in risk of being breached.
- 3.2 All use of Social Media platforms which are directly governed by, or relate to the operations of, Maitland Rugby Blacks Netball Club and affiliated Associations, will be regulated by the Maitland Rugby Blacks Netball Club Social Media Safety Policy (this policy) and relevant Codes of Behaviour.
- 3.3 This policy is applicable when using social media as:
- a) An officially designated individual representing Maitland Rugby Blacks Netball Club or an Affiliate on social media; and
 - b) If you are posting content on social media in relation to Maitland Rugby Blacks Netball Club or an Affiliate that might affect our business, products, services, events, sponsors, members or reputation.

Note: This policy and particular clause 3.4(b), does not apply to the personal use of social media where there is no reference to Maitland Rugby Blacks Netball Club or an Affiliate or an Executive Member of the Affiliate.

When using social media in an official capacity:

- c) You must be authorised by Maitland Rugby Blacks Netball Club or the Affiliate before engaging in social media as a representative of Maitland Rugby Blacks Netball Club.
- d) As a part of the Netball community you are an extension of Netball NSW and Affiliate's brand. As such, the boundaries between when you are representing yourself and when you are representing Maitland Rugby Blacks Netball Club can often be blurred. This becomes even more of an issue as you increase your profile or position within Maitland Rugby Blacks Netball Club. Therefore, it is important that you represent both yourself and Maitland Rugby Blacks Netball Club appropriately online at all times.

4 Scope and Recommendations

- 4.1 Any unlawful conduct associated with social media or online platforms (under the **CRIMES ACT 1900 SECT 91H**) including, but not limited to:

Production, dissemination or possession of child

abuse materials "Disseminate" child abuse material,

includes:

- a) Send, supply, exhibit, transmit or communicate it to another person, or
- b) Make it available for access by another person, or
- c) Enter into any agreement or arrangement to do so.

“Possess” child abuse material includes, in relation to material in the form of data, being in possession or control of data (within the meaning of section 308F (2)).

“Produce” child abuse material includes:

- a) Film, photograph, print or otherwise make child abuse material, or
- b) Alter or manipulate any image for the purpose of making child abuse material, or
- c) Enter into any agreement or arrangement to do so.

A person who produces, disseminates or possesses child abuse material is guilty of a criminal offence.

Maximum penalty: imprisonment for 10 years.

4.2 Inappropriate communication includes, but is not limited to, the following misuses of technology:

- a) Harassing, teasing, intimidating or threatening another Maitland Rugby Blacks Netball Club member or Maitland Rugby Blacks Netball Club staff member by posting inappropriate and hurtful email messages, instant messages, text messages, phone messages, digital pictures or images, or website postings via a Maitland Rugby Blacks Netball Club or Affiliates site and/or publicly associated with Maitland Rugby Blacks Netball Club, or
- b) Sending, receiving and / or possessing naked or sexually explicit images of a Maitland Rugby Blacks Netball Club Member or Maitland Rugby Blacks Netball Club staff member.

4.3 Maitland Rugby Blacks Netball Club Members and Maitland Rugby Blacks Netball Club Staff are to consider the following Social Media and Cyber safety recommendations:

- a) Be aware that postings, comments and /or messages from their individual ICT account or mobile phones 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 accounts 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 Maitland Rugby Blacks Netball Club and affiliated Associations will have no control. This particularly applies to offences listed in 4.1 of this policy.
- d) Implementation of Recommendations and Strategies identified by the Australian Signals Directorate/Defence Signals Directorate to mitigate potential cyber intrusions.

4.4 Further resources that support the implementation of practical measures to reduce the risk of social media and cyber bullying and other cyber intrusion issues from arising include:

Office of the eSafety
Commissioner
<http://www.esafety.gov.au>

Australian Federal Police - "*Cyber Safety – Top Ten Tips for Youth*"
<https://www.afp.gov.au/sites/default/files/PDF/cyber-safety-top-10-tips-for-youth.pdf>

ThinkUKnow Australia
<http://www.thinkuknow.or.au>

5 Organisational Responsibilities

5.1 Maitland Rugby Blacks Netball Club and Affiliate's must:

- a) Adopt, implement and comply with this Policy.
- b) Publish, distribute and otherwise promote this Policy and the consequences for breaching it.
- c) Implement and maintain rigorous and effective social media and cyber safety practices which aim to maximise the benefits of the internet and ICT and allow for the effective operation of Maitland Rugby Blacks Netball Club and affiliated Association's whilst minimising and managing any risks.

6 Individual Responsibilities

6.1 Individual Maitland Rugby Blacks Netball Club Affiliates and Members are bound by this policy and are responsible for:

- a) Making themselves aware of the Policy and complying with the standards of conduct outlined within this policy.
- b) Understanding the possible consequences of breaching this Policy.

7 Policy Breaches

7.1 All Maitland Rugby Blacks Netball Club members and Netball NSW employees have a responsibility to ensure that all online communications are made in accordance with this Policy and are therefore of an appropriate and respectful composition.

7.2 Examples of inappropriate behaviour may include, but is not limited to, uploading of inappropriate website content and engaging in blogs that harass, bully, offend, intimidate or humiliate whilst representing Maitland Rugby Blacks Netball Club or an Affiliate.

7.3 It is a breach of this policy or any person or organisation to which this Policy applies to, to have been found to have sent or posted inappropriate comments or communication via the internet or ICT about any registered member of Maitland Rugby Blacks Netball Club or Maitland Rugby Blacks Netball Club staff member via a Maitland Rugby Blacks Netball Club or Affiliate site or electronic platform. It is also a breach of this Policy when the Maitland Rugby Blacks Netball Club or Association's name or branding has been used in anyway which negatively impacts upon Maitland Rugby Blacks Netball Club or the Affiliate.

7.4 If any Netball NSW Member or Maitland Rugby Blacks Netball Club staff member feels that they have been the victim of a misuse of technology, they are to:

- a) Save and store the offending material on their computer, mobile phone or other device.
- b) Print a copy of the material and report the issue in the form of a formal complaint to Maitland Rugby Blacks Netball Club or the relevant

- Affiliate.
- c) Inform the police immediately if the conduct may be unlawful and/or the content is of a sexually explicit nature.
 - d) Report the abuse to the internet site or relevant telecommunications provider (mobile phone abuse) where relevant.
 - e) Maitland Rugby Blacks Netball Club or the relevant Association should then manage the complaint received in accordance with the Maitland Rugby Blacks Netball Club Member Protection Policy or Maitland Rugby Blacks Netball Club Grievance and Dispute Policy.
- 7.5 Any behaviour by a Maitland Rugby Blacks Netball Club Affiliate and member that is inconsistent with the Code of Behaviour and is directly related to Maitland Rugby Blacks Netball Club or an affiliated Association may constitute a breach of the Maitland Rugby Blacks Netball Club Social Media and Cyber Bullying Policy. In this instance the matter will be dealt with in accordance with the Maitland Rugby Blacks Netball Club Member Protection Policy or Maitland Rugby Blacks Netball Club Grievance and Dispute Policy; this may include referring the alleged breach to the police or internal disciplinary and/or administrative action.
- 7.6 Maitland Rugby Blacks Netball Club and Affiliates 's must investigate all reports of social media and cyber bullying and other online or mobile telephone harassment within scope of Policy and the Netball NSW Member Protection Policy to the fullest extent. Investigations may result in Police notification by Maitland Rugby Blacks Netball Club or affiliated Associations when legally obliged to do so. A notification to Police will not override the responsibility of Maitland Rugby Blacks Netball Club or affiliated Associations to investigate a complaint lodged, however this will only be investigated once Police have concluded their enquire