

# Social Media & Photography Policy for Mid Hills Netball Association

## 1 Policy

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- 1.1 Mid Hills Netball Association (**MHNA**) respects the right of all persons involved in the activities of MHNA to take photographs, to post and share content on and otherwise engage in public debate on political and social issues, whether on the radio, the internet, in newspaper, television or on social media sites. The Policy applies to the following:
- (a) all users, contributors and social administrators;
  - (b) MHNA Board of Management members and sub-committee members;
  - (c) MHNA employees;
  - (d) MHNA or Affiliated club appointed coaches and umpires;
  - (e) Players;
  - (f) Affiliated clubs and club members; and
  - (g) Spectators,  
(collectively, **Persons**)
- 1.2 At the same time, MHNA expects all Persons to ensure a safe experience for the community and that Persons uphold the expected level of conduct and ethical behaviour when using any photography or social media platform, including their own, an affiliated club's or the MHNA social media platforms (**Social Media Platform**) in order to maintain confidence in MHNA and reinforce a culture of openness, trust and integrity.
- 1.3 Persons need to be mindful that content, including any photographs or videos, posted on Social Media Platforms is as public as if it were published in a newspaper or discussed at a public forum and has the potential to be broadcast across the entire internet.

## 2 Purpose

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- (a) The purpose of this Policy is to ensure that Persons understand their obligations when taking or using photographs or using Social Media Platforms and Persons are informed of the importance of managing the risks associated with the use of Social Media Platforms that may impact the reputation of MHNA or any other Persons, impact the safety of anyone or result in a breach of MHNA's policies.
- (b) This Policy is for the mutual protection of MHNA and all Persons, and is not intended to prevent, discourage or unduly limit any expression of personal opinion or online activities.

## 3 Scope

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### 3.1 Engaging with MHNA Social Media Platforms

All Persons are expected to engage with MHNA Social Media Platforms, and any other Social Media Platforms (including those of other players, affiliated clubs or their own) in a respectful and appropriate manner, including in a manner which does not seek to damage the reputation of MHNA or any other Persons.

### 3.2 What is content

Content is the information that is put onto Social Media Platforms, which includes text, audio, video, images, podcasts and other multimedia communications (**Content**).

## **4 Instructions regarding use of social media**

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### **4.1 Public comment**

MHNA acknowledges that all Persons can engage in public debate on political and social issues through a variety of means. In such circumstances, Persons should not make comment as a representative of MHNA nor identify themselves as affiliated with MHNA unless authorised by the Board of Management to do so.

### **4.2 MHNA Social Media Platforms**

- (a) All MHNA Social Media Platforms will be administered by authorised administrators appointed by the MHNA Board of Management (**Socials Administrators**).
- (b) Socials Administrators will have the responsibility to:
  - (i) Maintain accurate and appropriate Content on MHNA Social Media Platforms;
  - (ii) Monitor Persons use of the MHNA Social Media Platforms and moderate engagement;
  - (iii) Encourage positive and respectful communication; and
  - (iv) Any other related responsibilities advised to the Socials Administrators by the MHNA Board of Management from time to time.
- (c) Any Person who provides Content to the Socials Administrators must ensure content is accurate and appropriate and immediately remove any Content when requested to do so when requested by persons captured by that Content.
- (d) All Persons who engage with the MHNA Social Media Platforms must:
  - (i) Interact with the MHNA Social Media Platforms in a respectful manner;
  - (ii) Not post any Content which is offensive, discriminatory, or harmful in any way;
  - (iii) Not advertise or promote products and/or services without the express written consent of the MHNA; and
  - (iv) Respect the privacy of others and obtain consent before posting photographs or personal information of others (including the consent of parents or guardians of any minors).
- (e) MHNA reserves the right, in its sole discretion, to edit, remove, not accept or publish Content for any reason whatsoever.

### **4.3 Bullying and harassment**

- (a) Just as bullying and harassment will not be tolerated on the court, nor will it be tolerated where it occurs on Social Media Platforms. This is regardless of when it occurs.
- (b) Persons are not to post any adverse or critical content about any other Persons or individual on Social Media Platforms, including material which is offensive, obscene, bullying, discriminatory, hateful, racist, sexist, abusive, harassing, threatening or defamatory (**Offensive Content**).
- (c) MHNA reserves the right to request that certain posts and inappropriate comments be removed from a Person's Social Media Platforms.

## **5 Photography Generally**

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- (a) In Australia, photography in the public domain is not restricted, except where such images do not comply with any laws (e.g. images are indecent, protected by court order, defamatory,

being used to record a person intimately, used for commercial purposes, on private property without the direction of the property owner/lessee).

- (b) If any Persons wish to take photographs, such Persons should consider what is and what is not appropriate in obtaining those photographs.
- (c) All safe child practices should be employed when considering, allowing or taking photographs of minors.
- (d) MHNA suggests that Persons take the following steps to ensure photography is appropriate:
  - (i) Photographers not be allowed unsupervised access to minors;
  - (ii) Ensure parents/guardians and players are notified in the event photography is required for performance analysis/improvement;
  - (iii) Any Persons to obtain consent from all players (home and away) prior to taking photographs;
  - (iv) Avoid close up photography (including under goal posts); and
  - (v) If any Person is asked to cease taking photographs to immediately cease taking such photographs and notify the MHNA.
- (e) If any Persons wishes to not appear in photographs generally, they must inform their affiliated club and the MHNA.

## **6 Breaches of this Policy**

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- (a) A breach of this Policy may include, but is not limited to:
  - (i) Breaching any aspect of clauses 3, 4 or 5;
  - (ii) Using the MHNA name or logo in a manner likely to bring MHNA into disrepute;
  - (iii) Posting/sharing any Offensive Content;
  - (iv) Posting/sharing any Content which is in breach of Netball SA's anti-discrimination, racial discrimination, sexual harassment or any other applicable policy;
  - (v) Posting/sharing any Content which is in breach of any law or regulation; or
  - (vi) Posting/sharing any Content which a Person knowingly infringes on the intellectual property rights of third parties.
- (b) Enforcement of the Policy will include taking disciplinary action against any Person who breaches this Policy. It is expected that all Persons will comply with this Policy.
- (c) Where any Persons has breached this Policy and such breach is not considered a material breach, the MHNA may elect to:
  - (i) Issue directions for the Person to withdraw Content subject of the breach;
  - (ii) Provide education to the Person, including reminders regarding this Policy, the standards of behaviour expected of Persons, as applicable; and/or
  - (iii) Deal with such Persons in accordance with the Netball Australia Protection Policy.
- (d) Where any Persons has breached this Policy and such breach is considered a material and/or major breach, the MHNA may elect to:
  - (i) Issue directions for the Person to withdraw Content subject of the breach;
  - (ii) Deal with such Persons in accordance with the MHNA Cyber Safety Policy;
  - (iii) Temporarily suspend a Person's membership with the MHNA in accordance with its Constitution and policies; and/or



- (iv) Terminate a Person's membership with the MHNA in accordance with its Constitution and policies or the Netball Australia Protection Policy.

## **7 Reporting**

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All Persons have an obligation to immediately report any breach of this Policy to the MHNA. Social Administrators are to report any breach of this Policy, or seek advice from, the MHNA Board of Management.

## **8 Further information**

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If you have any concerns or questions about this Policy, please speak with the President of the MHNA,

This Policy may be cancelled, amended or supplemented by MHNA at any time and from time to time. Any variation will be provided to affiliated members of MHNA, including players, coaching and umpiring officials, volunteers, clubs and club members.