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|---------------------------|----------------------------|---|
| Policy: NI-1030-02 | PRESS MANAGEMENT |  |
| Page: 1 of 11 | Social Media Policy | |

1.0 INTRODUCTION

Social media has changed the way we communicate, and this policy has been developed to clarify social media use within Netball Ireland (NI) so people feel enabled to participate in netball and engage in social media use, while also being mindful of their responsibilities and obligations.

2.0 PURPOSE

To provide practical guidance allowing all parties within NI to benefit from the use of social media, while minimising potential risks and protecting those involved. This includes details of policy violations and assists to establish a culture of openness, trust and integrity in all online activities related to NI.

In circumstances where guidance about specific social media issues has not been given in this policy, NI suggest a common-sense approach or to seek out advice from the committee (info@netballireland.com).

3.0 APPLICABLE TO

This policy applies to all persons who are involved with the activities of NI, including schools, whether they are in a paid or unpaid/voluntary capacity and including:

- All players.
- Umpires and other officials.
- Coaches and assistant coaches.
- NI partners:
 - Persons appointed or elected to boards, committees and sub-committees
 - Support personnel, including managers, physiotherapists, psychologists, sport trainers, masseurs and others.
- Volunteers.
- Executive Committee members and designated working groups.
- Honorary Members.

This policy is applicable when using social media as:

1. an officially designated individual representing NI on social media;
2. if you are posting content on personal social media in relation to NI that might affect NI's business, products, services, events, sponsors, members or reputation.

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| Document prepared by Shelley Coleman, Press Officer | Date: 14/05/2021 |
| Approved by: _____ Lynette Wall, President | Date: 03/06/2021 |

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|---------------------------|----------------------------|---|
| Policy: NI-1030-02 | PRESS MANAGEMENT |  |
| Page: 2 of 11 | Social Media Policy | |

This policy does not apply to the personal use of social media where it is not related to or there is no reference to NI or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse of social media in a manner that does not directly refer to NI may still be regulated by other policies, rules or regulations of NI.

4.0 SCOPE

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet

This policy thereby applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest etc);
- Video and photo sharing websites or apps (e.g. YouTube, Instagram, TikTok etc);
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc);
- Review sites (e.g. Yelp etc);
- Live broadcasting apps (e.g. Meerkat, Facebook Mentions, etc);
- Podcasting (e.g. iTunes, Sound cloud, etc);
- Geo-spatial tagging (e.g. Foursquare, etc);
- Online encyclopaedias (e.g. Wikipedia, etc);
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, FB Messenger, etc);
- Online multiplayer gaming platforms (e.g. Xbox Live, PlayStation etc);
- Online voting or polls;
- Public and private online forums and discussion boards; and
- Any other online technologies that allow individual users to upload and share content.

NI uses online platforms as a way of communicating with and gaining exposure to their audiences using topics of interest that promote the game of netball, attract new players, and reach and engage with a wider audience.

5.0 CONTENT AND SHARING OF INFORMATION

For the purpose of administering and promoting netball, NI collate and distribute information and images on NI's website, social and other media platforms as well as those external to NI but relevant to the sport of netball.

The content of NI's social media posts include some or all of the following:

- Press releases on NI activities.
- Event information.
- Live coverage of national squads' international events.
- Important updates from NI.

| | | |
|---------------------------|----------------------------|---|
| Policy: NI-1030-02 | PRESS MANAGEMENT |  |
| Page: 3 of 11 | Social Media Policy | |

- Photographic images from domestic competition/s and national squads' international events.
- Coverage from other netball bodies.
- Club/School league contact details.
- League fixtures and results.
- Photo gallery.
- National squad information.
- Information on courses and workshops.
- Other practical information.

6.0 GENERAL GUIDELINES

All participants, members and non-members, at NI events become part of the NI community and are therefore an extension of the NI brand. As such, the boundaries between representing oneself and representing NI can often be blurred. This can be exacerbated by the increase of profile or position within NI.

It is therefore important that individuals always represent both themselves and NI appropriately online.

Individuals must adhere to the following guidelines when using social media related to NI or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation:

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| Use common sense | <p>If there is uncertainty regarding the appropriateness of the content to be shared, individuals should seek advice from others (e.g. NI Social Media and Communications (SMC) committee member) or, to be on the safe side, refrain from sharing the content.</p> <p>When using social media, the lines between public and private, personal and professional, may be blurred. Individuals must always remember that they are an ambassador for NI.</p> |
| Protecting your privacy | <p>Individuals should be smart about protecting themselves and their personal privacy.</p> <p>When posting content online there is potential for that content to become publicly (and globally) available through a variety of means, even if it was intended to be shared privately. Refrain from posting any content online that is not intended for this potential wider audience.</p> <p>Where possible, privacy settings on social media platforms should be set to limit access. Be cautious about disclosing personal details.</p> |

| | | |
|---------------------------|----------------------------|---|
| Policy: NI-1030-02 | PRESS MANAGEMENT |  Netball Ireland |
| Page: 4 of 11 | Social Media Policy | |

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| Honesty | <p>Honesty – or dishonesty – may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If unsure, check the source and the facts before uploading or posting anything. NI recommends erring on the side of caution – if in doubt, do not post or upload.</p> <p>Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Individuals should use their real name, be clear about who they are, and identify any affiliations. If someone has a commercial/personal vested interest in something they are discussing, point it out. Individuals making an endorsement or recommendation about something they are affiliated with, or have a close relationship with, that must be disclosed.</p> <p>The web is not fully anonymous. Always assume that all information posted online can be traced back to source. Each individual is accountable for their actions both on and offline, including information posted via personal social media accounts.</p> |
| Use of disclaimers | <p>Wherever practical, individuals should include a prominent disclaimer stating who they work for/are affiliated with (e.g. member of NI) and that anything they publish is a personal opinion and not an official view. This is good practice and is encouraged, but don't count on it to avoid trouble – it may not always have legal effect.</p> |
| Reasonable use | <p>NI employees/volunteers must ensure that personal use of social media does not interfere with work commitments or productivity.</p> |
| Respect confidentiality and sensitivity | <p>When using social media, always maintain the privacy of NI's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of NI.</p> <p>Remember, anything posted online is 'on the record' – most of the content posted online is public and searchable.</p> <p>Within the scope of NI authorisation, it is acceptable to talk about NI and have a dialogue with the community, but it is not okay to publish NI's confidential information. Confidential information includes things such as details about litigation, unreleased product information and unpublished details (e.g. team, coaching practices, financial information, personal information, etc).</p> <p>When using social media, be considerate to others and do not post information when asked not to, or where consent has not been sought and given. Individuals must also remove information about another person if that person requests it.</p> |

| | | |
|---------------------------|----------------------------|---|
| Policy: NI-1030-02 | PRESS MANAGEMENT |  |
| Page: 5 of 11 | Social Media Policy | |

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| | <p>Permission should always be sought if the use or publication of information is directly related to an individual. This is particularly relevant to publishing any information regarding young people (i.e. any person under 18 years of age), and in such circumstances, parent/guardian consent is mandatory.</p> |
| <p>Gaining permission when publishing a person's identifiable image</p> | <p>Obtain express permission from an individual to use a direct, clearly identifiable image of that person.</p> <p>Refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.</p> <p>In every instance, consent is required from the owner of copyright in the image.</p> |
| <p>Complying with applicable laws</p> | <p>Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.</p> |
| <p>Abiding by copyright laws</p> | <p>It is critical to comply with the laws governing copyright in relation to material owned by others and NI's own copyrights and brands. When quoting or using more than short excerpts of someone else's work, always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.</p> |
| <p>Discrimination, sexual harassment and bullying</p> | <p>The public in general, and NI's employees/volunteers and members, reflect a diverse set of customs, values and points of view.</p> <p>Do not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.</p> <p>When using social media individuals may also be bound by NI's values and Anti Discrimination, Harassment, Bullying and Victimisation Policy (NI-1013).</p> |
| <p>Avoiding controversial issues</p> | <p>Within the scope of NI authorisation, report any misrepresentation/s made about NI in the media to the relevant authority (namely, the SMC, or an Officer of the Association). Always do so with respect and objectivity. If speaking about others, make sure what is said is based on fact and does not belittle or unjustly discredit that party.</p> |

| | | |
|---------------------------|----------------------------|---|
| Policy: NI-1030-02 | PRESS MANAGEMENT |  |
| Page: 6 of 11 | Social Media Policy | |

| | |
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| Dealing with mistakes | If an error is made while posting on social media, be up front about the mistake and address it quickly. If modifying an earlier post, make it clear that this has been done. If there is an accusation of improper content (such as copyrighted material or a defamatory comment), address it promptly and appropriately and if necessary, seek legal advice. |
| Conscientious behaviour and awareness of the consequences | Always follow the terms and conditions for any third-party sites which are participated in. Individuals must keep in mind that what they write is their own responsibility, and failure to abide by these guidelines could put them at risk. |
| Branding and intellectual property of NI | Do not use any of NI’s intellectual property or imagery on personal social media without prior approval from the PO. NI’s intellectual property includes but is not limited to: <ul style="list-style-type: none"> • Trademarks; • Logos; • Slogans; and • Imagery which has been posted on NI official social media sites or website. Do not create either an official or unofficial NI presence using the organisation’s trademarks or name without prior approval from NI. Do not imply that authorisation to speak on behalf of NI has been given unless official authorisation has been specifically granted by the PO. Where permission has been granted to create or administer an official social media presence for NI, individuals must adhere to the guideline within this policy and all other relevant guidelines or advice from the committee. |

7.0 USING SOCIAL MEDIA IN AN OFFICIAL CAPACITY

Prior authorisation must be obtained before any person can engage in any NI social media as a representative of NI. To be authorised to do so, written consent must be obtained from either the NI Vice President, President, SMC, or named delegate (see NI-3016 Temporary Access to Social Media form).

8.0 GUIDELINES FOR PLAYERS

Many netball players have active social media accounts. Some may have separate professional and personal sites, while some players use the one platform for both. It is important for players to remember that anything posted on social media sites may become public, even if they have strong privacy settings.

| | | |
|---|----------------------------|---|
| Policy: NI-1030-02 Page: 7 of 11 | PRESS MANAGEMENT |  |
| | Social Media Policy | |

Players should be aware of the benefits and risks that social media can create and use the technology to enhance their brand, and that of NI, rather than to put their professional online presence at risk. NI can provide advice and guidance on using social media, but ultimately each individual must take responsibility for their online reputation, ensure it is clear that posts are their own opinions (and not those of NI), and own what is said with pride.

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| Understanding NI Social Media Policies | Be familiar with and uphold NI policies in relation to social media: <ul style="list-style-type: none"> • Understand expected conduct and appropriate use; • Understand what to do if issues arise; and • Understand how to report concerns. |
| Content | Players should evaluate the content (text, image or video) that they place on their social media sites or platforms to ensure it portrays them in a positive manner. NI's Code of Conduct (NI-1011) applies online as it would "on the field". |
| Conduct | Players are encouraged to show their personality and engage with their fans when using social media. Be mindful that there is a need for professional conduct at all times and the onus remains on the individual to promote the sport, the team, and the events when posting online. Players are reminded that sponsorship deals depend on public perception, and players are the public face of the sport. Remember the overriding factor is that posts must not mislead. Never post personal opinions as an administrator on any of NI's accounts/emails, etc. |
| Privacy | Restrict personal profiles to determine who can see posts. Think carefully about what is being posted and what account is being used. It is important to review privacy settings regularly on any social network, but it is also important to remember that everything posted online – even when sent directly to friends – could potentially become public. Once public, information can be seen by anyone and everyone, forever. Once something starts to spread on the internet, it's impossible to control it, even if the original post is deleted. |
| Communicating and posting of images of young people | If authorisation is received from the SMC to use the NI account while at fixtures, this is a position of trust. Ensure full understanding of the NI Photographic/Video Images of Young People Policy and all other child protection and safeguarding policies (see 14.0). Never |

| | | |
|---|----------------------------|---|
| Policy: NI-1030-02 Page: 8 of 11 | PRESS MANAGEMENT |  |
| | Social Media Policy | |

| | |
|---|---|
| | <p>post any images of young people, unless prior consent is received by NI from parents/guardians or the event organizer (photographer consent). Never engage in private conversations with young people on any social media network while using NI's platforms (see NI's Electronic Communication with Young People Policy).</p> |
| Publishing a person's identifiable image | <p>Always obtain express permission from any individual to use a direct, clearly identifiable image of that person. All appropriate images are posted in line with NI Code of Conduct, with implied or direct consent. Where any dispute is raised regarding consent, this will be investigated without question and withdrawn if appropriate.</p> |
| International Players | <p>International players are in a position of greater prominence than most players in the sport of netball, and this increases exponentially as they progress up the performance pathway. As such, these players are ambassadors of NI and role models for acceptable standards of behaviour – this is as true for their use of social media as it is for their everyday conduct.</p> <p>In the same way that an individual's actions while training and competing reflect on netball in general, so do their actions online. As players at the peak performance level of netball, there is an earned respect of many others, from grassroots, volunteers, coaches and other elite players. Social media can be used to build pride in netball and players. Do not comment negatively on others' professional performance, be they players, officials or coaches. When posting online, make sure statements are factually accurate and don't engage in insulting behaviour or language. Players should not be afraid to be themselves but do so respectfully.</p> |
| Player Status | <p>Players work incredibly hard for many years to become high-performance athletes in a public arena of netball. Consequently, people will form opinions based on sporting performances, but also on other, personal aspects that they see portrayed publicly. Used well, social media has the potential to give players greater control of this than ever before, and to build a reputation for being dedicated, interesting, positive and inspiring athlete and role model.</p> |

9.0 GUIDELINES FOR TEAMS TRAVELING TO COMPETITIONS

NI want all club and national squad teams travelling to competitions to have an enjoyable time participating in domestic and international competitions/events, and be able to

| | | |
|---|----------------------------|---|
| Policy: NI-1030-02 Page: 9 of 11 | PRESS MANAGEMENT |  |
| | Social Media Policy | |

appropriately catalogue the experience for netball fans – giving them some insights from behind the scenes. With this in mind, individuals should ensure that all content is consensual and appropriate.

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| NI affiliated Clubs | <p>Any post on a club’s social media platform/s must adhere to this NI policy.</p> <p>Photos a club may wish to be posted on the NI social media platforms can be forwarded the NI SMC for consideration. From time to time NI may use netball images from club’s social media for use on NI’s.</p> <p>Whenever there is uncertainty as to the appropriateness of content to be shared, seek advice from NI before doing so or refrain from sharing the content.</p> |
| Squads | <p>While participating in international events an individual may be asked by the SMC to carry out some social media activity on behalf of NI – to document matches and behind the scenes activities, etc.</p> <p>This person must first familiarise themselves with and uphold NI policies in relation to social media and understand the expected conduct and appropriate use of the NI social media platforms.</p> <p>Ensure any competition rules in relation to social media posting are also respected.</p> <p>When travelling outside the EU, ensure familiarity with that jurisdiction’s social media guidelines.</p> <p>If an individual is requested by the event organiser to participate in the promotion of an event or interviews, they must remember that they are an ambassador and role model for NI and should behave in a manner befitting this privilege.</p> <p>While posting to personal own social media accounts, ensure to portray oneself, NI, and the sport of netball in a good light. Remember, people will form opinions not only on sporting performances but also on all other aspects that they see portrayed publicly.</p> |

10.0 POLICY BREACHES

Breaches of this policy include but are not limited to:

- Using NI’s name, motto, crest and/or logo without NI permission/endorsement.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, or defamatory.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful behaviour or language.

| | | |
|---------------------------|----------------------------|---|
| Policy: NI-1030-02 | PRESS MANAGEMENT |  |
| Page: 10 of 11 | Social Media Policy | |

- Posting or sharing any content which if said in person during match play would result in a breach of the World Netball *Rules of Netball*.
- Posting or sharing any content in breach of any NI policy.
- Posting or sharing any content that is a breach of any law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing NI, 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.

11.0 REPORTING A BREACH

Inappropriate or unlawful content online relating to NI or any of its members, or content that may otherwise have been published in breach of this policy, should be reported immediately to NI through the complaints process (see NI-1015 Complaint, Dispute and Disciplinary Policy for further reference) and include evidence of the breach (e.g. screenshot and link to the violation).

Alleged breaches of this policy may be investigated and, where it is considered necessary, NI may report this to An Gardaí Síochána.

12.0 DOCUMENT HISTORY

Version 01: This is a new Policy

Version 02: Role title changes as per Constitution amendments

13.0 ABBREVIATIONS & DEFINITIONS

NI Netball Ireland

SMC Social Media and Communications

Young people/person: any person under 18 years of age.

Officer of the Association: the NI President, Vice President, Honorary Secretary, Honorary Treasurer, and Child Protection Officer.

An Gardaí Síochána: the national police service of the Republic of Ireland, headed by the Garda Commissioner who is appointed by the Irish Government.

World Netball: the worldwide governing body for netball (formerly International Netball Federation, or INF).

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|---------------------------|----------------------------|---|
| Policy: NI-1030-02 | PRESS MANAGEMENT |  Netball Ireland |
| Page: 11 of 11 | Social Media Policy | |

14.0 REFERENCE

World Netball *Rules of Netball* – go to www.netball.sport.

NI-1011 Code of Conduct

NI-1013 Anti Discrimination, Harassment, Bullying and Victimisation Policy

NI-1015 Complaint, Dispute and Disciplinary Policy

NI-3016 Temporary Access to Social Media form

NI's Child Protection and Safeguarding policies:

NI-1021 Child Safeguarding Statement

NI-1022 Child Protection and Safeguarding Policy

NI-1023 Child Safeguarding and Child Abuse Policy

NI-1024 Safeguarding Training Policy

NI-1025 Garda Vetting Policy

NI-1026 Electronic Communication with Young People Policy

NI-1027 Photographic/Video Images of Young People Policy

NI-1028 Travelling with Young People Policy

NI-1029 Safe Recruitment Policy