



## **Social Media Policy**

The Metro Jets Netball Club recognises the need to communicate with our stakeholders in an open, meaningful, accurate and timely way, which meets the expectations of our stakeholders.

### Use of social media for Club communication and media relations will;

1. Use social media channels that are appropriate and in context to the Club function at all times.
2. Be complimentary of existing digital communication channels such as the MJNC website.
3. Be designed in a strategically planned and coordinated way.
4. Provide transparent contact for questions or enquiries provoked by social media activities.
5. Only conducted by authorized personnel in keeping with club policy.
6. Be conducted in a respectful, relevant way that protects the reputation of the Club and the reputation, dignity and privacy of Club members, and partner organizations.

### Members using social media for personal purposes should;

1. Avoid at all times the provision of personal commentary or opinion on the Club, activities, members, partner organizations or Netball SA.
2. Avoid at all times use of MJNC Images, logo or other Club visual identification unless otherwise approved to do so.
3. Avoid at all times the creation of fan pages relating to the Club and its activities unless otherwise approved to do so.
4. Ensure that the use of social media is conducted in a respectful way to protect the reputation of the club, its members and partner organizations.
5. Advertise any personal business venture or money making activity without the authority of the management committee.

### Breaches of policy

1. Unacceptable and or offensive commentary should be reported to the management committee as soon as practicable.
2. The committee will take the appropriate steps to censure the author and disciplinary action may be taken against the person or persons involved.
3. Cyber bullying is totally unacceptable to the MJNC and will be reported to the appropriate authority.
4. Unacceptable and repeated breaches as above may result in suspension from the club.