



## Social Media Policy

---

### Application

1. This policy applies to all Swiss Netball Committee members and all participants involved with netball at Swiss Netball. Member clubs should ensure that their committee members, volunteers and participants are aware of and adhere to this policy.
2. This policy shall be available to all by being posted on the Swiss Netball official website.

### Purpose

3. The purpose of this policy is to
  - a. provide guidance with respect to both personal and official use of social media, and
  - b. ensure that the use of social media is consistent with the organisation's strategic goals.
4. This policy is broad in nature to accommodate the fast-changing landscape of social media.

### Related documents

5. The following documents must be read in conjunction with this policy
  - o Swiss Netball Codes of Conduct
  - o Swiss Netball Statutes
  - o Swiss Federal Act on Data Protection 2020

### Definitions

6. In this policy
  - o **social media** means a dialogue allowing people to socially interact with one another online; some examples of social media sites and applications include Facebook, YouTube, Instagram, Twitter, blogs and other sites that have content based on user-participation and user-generated content.

### Principles

7. Swiss Netball supports the use of managed social media as a way of facilitating communication and dialogue between its various audiences e.g. Members and committee members and participant volunteers with the netball and wider community.

8. Individuals must always be alert to the fact that postings on social media sites can be immediate, public and permanent. Note: consequential actions to modify or delete content can aggravate and escalate situations.

### **Personal social media involvement**

9. A committee member, participant, or volunteer using a social media site as a private individual
  - a. must not post confidential or proprietary information about Swiss Netball staff and board and committee members and participant volunteers
  - b. when posting about the organisation, this must be done in a professional manner and must always consider how the post may reflect on Swiss Netball, this is particularly relevant when the subject matter is controversial
  - c. must consider the privacy of committee members, participants or volunteers and must not post photos, videos, or details of internal conversations that may identify them without their permission
  - d. must seek the permission to use the Swiss Netball logo, branding or other identification on personal social media pages, Swiss Netball reserves the right to expect the post to be deleted if asked
  - e. must not use the name of Swiss Netball, the Swiss Netball logo or brand to promote a product, cause, political party, or national or local government candidate
  - f. must ensure that any information posted about Swiss Netball is factually correct.

### **Swiss Netball social media presence**

10. Authority to approve the establishment of any Swiss Netball social media presence rests with the Committee as part of the approval, an individual (who may be a Committee Member) will be identified as having responsibility for maintaining the site (the "Communications Lead").
11. Any individual identified by the Committee as having responsibility for a Swiss Netball social media presence must ensure that the information posted on the site is
  - a. up to date and includes appropriate links to the Swiss Netball webpage
  - b. accurate and factually correct
  - c. professional in tone and style.
12. The Communications Lead has authority to moderate any Swiss Netball content on any social media site and to delete any posts that, in his or her opinion, pose a reputational risk to the organisation.
13. Staff who wish to have any social media site content relevant to Swiss Netball moderated may only do so in consultation with the Communications Lead.
14. The Communications Lead shall ensure that permission to post photographs or videos of players and/or participants has been received and in this regard, may rely on permission

received via a Member Club. Furthermore, Swiss Netball may assume that photographs which are already in the public domain (for example, on a Member Club social media site) have been posted with the individual's permission.

### **Responsibility for monitoring compliance**

15. The Communications Lead is responsible for monitoring compliance with this policy and reporting any breaches to the Board.
16. Breaches of this policy may result in disciplinary action under the Code of Conduct and may result in disciplinary action, warnings, suspension, termination of employment, voluntary work and/or civil or criminal prosecution.

### **Do's and Don'ts of Social Media Use**

1. All participants in social media act ethically at all time and with integrity, mutual trust and respect for others.
2. The organisation needs to be confident that the online activities of committee members, participants and volunteers do not undermine the interests of Swiss Netball.
3. Contributions made on-line should be in a manner which enhances the Swiss Netball reputation.
4. Any comments made should include a simple and visible disclaimer such as *'these are my personal views and not those of Swiss Netball'*.
5. Make sure that what you write about is accurate, truthful and is within your area of expertise.
6. Never comment on legal matters.
7. Never attack, defame, abuse, harass, stalk, threaten or otherwise violate the legal rights of players, clubs, employees, colleagues or external third parties via online activities.
8. Do not post, upload, distribute or disseminate any inappropriate, profane, defamatory, discriminatory, false, misleading, infringing, obscene, indecent or unlawful material or information.
9. Do not post any personal or sensitive details including but not limited to images where people can be identified without first having obtained permission to do so.
10. Do not give rise to rumours or comment on rumours in any way – also, do not deny or confirm them.