



Social Media Policy

Date of implementation: February 2026

Social Media Policy

1. Purpose of this Policy

Social Media refers to online platforms that enable people to communicate, share content, collaborate, and engage in public or private forums. These platforms may include social networking sites, messaging services, content-sharing platforms, and other digital communication tools.

Mernda Netball Club recognises the value of Social Media as a tool to promote community connection, engagement, education, and participation within the netball community. Social Media can positively showcase our club, celebrate achievements, and share important information.

Disclaimer: Social Media operates in the public domain and can present privacy, reputational, and child safety risks if not used responsibly. This Policy has been developed to protect individuals, particularly children and young people, and to clearly outline expected standards of behaviour when using Social Media in connection with the Club.

2. Scope

This Policy applies to all individuals involved with Mernda Netball Club, including:

- a. Committee members and volunteers
- b. Coaches, Team Managers, officials, and players
- c. Parents, carers, spectators, and supporters attending training, matches, or events

This Policy applies whether Social Media use occurs on official Club platforms or personal accounts, where content is related to the Club, its members, or its activities.

3. Definition of Social Media

For the purpose of this Policy, Social Media includes (but is not limited to):

- Social networking sites (e.g. Facebook, Instagram, LinkedIn, Websites)
- Messaging platforms and group chats
- Image and video sharing platforms
- Blogs, podcasts, and forums
- Any online platform that allows public or semi-public communication or commentary

4. Use of Social Media

All persons bound by this Policy **must not** use Social Media to:

- Post content that is abusive, threatening, harassing, bullying, or intimidating
- Share content that is offensive, obscene, discriminatory, hateful, or inappropriate
- Impersonate or falsely represent another individual or organisation
- Publish inaccurate, misleading, or deceptive information
- Make defamatory statements or comments
- Use Social Media to raise disputes or grievances related to the Club
- Interfere with the conduct of Club activities or events
- Post images, videos, or identifying information of others without explicit consent

5. Privacy, Consent, and Images of Children

Mernda Netball Club places strong emphasis on privacy and child safety.

- Images or videos of children and young people must only be captured and shared where written parental/guardian consent has been obtained.
- No personal or identifying information (full names, contact details, school information) of children or families is to be shared online.
- Content must be respectful, appropriate, and reflective of the Club's values at all times.
- Group photos are preferred over close-up or identifying images of individual children.
- Private messaging with children or young people via Social Media is strictly prohibited. All communication must be transparent and, where appropriate, directed through parents or carers.

6. Breaches of this Policy

Mernda Netball Club may investigate any suspected breach of this Policy. Where a breach is identified, the Club may take one or more of the following actions:

- Request the removal of content
- Issue a verbal or written warning
- Provide education or guidance regarding appropriate Social Media use
- Suspend or restrict involvement in Club activities
- Refer matters to relevant authorities where laws may have been breached
- Exercise any rights available under Club policies, constitution, or law

The Club may also work directly with Social Media providers to remove content that breaches this Policy.

7. Risk Warning and Personal Responsibility

All individuals are encouraged to protect their own privacy and security when using Social Media. This includes not sharing:

- Passwords or login details
- Residential addresses
- Financial information
- Personal contact details

Individuals are responsible for activity conducted through their own accounts.

8. Guidance for Responsible Use

- Show respect: Behave online as you would at training or on game day.
- When in doubt, leave it out: If you are unsure whether content is appropriate, do not post it.
- Do not ignore poor behaviour: Inappropriate online behaviour should not be tolerated.
- Be mindful of consequences: Social Media misuse can cause harm and may result in disciplinary action.
- Remember your digital footprint: Online content can be permanent and reflects on both you and the Club.

9. Reporting a Breach

Mernda Junior Netball Club encourages the reporting of any concerns or suspected breaches of this Policy.

Reports can be made confidentially via email to info@merndanetballclub.com.au

Definitions

For the purpose of this policy:

Social Media - Any online platform or digital forum that allows users to create, share, comment *on, or interact with content*. *This includes (but is not limited to) social networking sites, messaging apps, image and video sharing platforms, blogs, forums, podcasts, and group chats.*

Club / Organisation - *Mernda Junior Netball Club, including its committee, volunteers, coaches, officials, players, parents, and any person acting on behalf of the Club.*

Child / Young Person - *Any individual under the age of 18 years.*

Personal Information - *Information that identifies or could reasonably identify an individual, including names, contact details, addresses, images, videos, school details, or any other identifying data.*

Consent - *Freely given, informed, specific, and documented permission provided by a parent or legal guardian for the collection, use, or publication of a child's image, video, or personal information.*

Official Club Social Media Accounts - *Any Social Media account created, managed, or authorised by Mernda Junior Netball Club for communication, promotion, or engagement purposes.*

Personal Social Media Accounts - *Any Social Media account owned or operated by an individual in a personal capacity, even where content relates to the Club or its activities.*

Inappropriate Content - *Any content that is offensive, abusive, discriminatory, defamatory, misleading, harassing, intimidating, sexually explicit, or otherwise inconsistent with the values and expectations of Mernda Junior Netball Club.*

Child Safety - *The commitment to protecting children and young people from harm, abuse, neglect, and exploitation, including ensuring their privacy, dignity, and wellbeing in online and offline environments.*

Breach - *Any action or omission that does not comply with this Policy, the Club's Code of Conduct, Child Safety policies, or relevant laws and regulations.*

Working With Children Check (WWCC) - *A screening process required by law for individuals working or volunteering with children, as applicable under Victorian legislation.*

Appendix A – Social Media, Images and Digital Content Management

1. Social Media Monitoring and Tracking

Mernda Netball Club acknowledges that content shared on Social Media may reach a wide and public audience.

- Official Club Social Media accounts are monitored by authorised Committee members or delegated administrators.
- Engagement, comments, and messages are reviewed regularly to ensure compliance with Club values and policies.
- Inappropriate comments or content may be removed, hidden, or reported as required.
- Social Media analytics may be used to understand community engagement; however, no personal data of children or families is tracked, stored, or analysed.

2. Authorised Photography and Content Capture

Only authorised individuals may capture photos or videos for Club purposes, including:

- Committee members
- Coaches or Team Managers (where approved)
- Designated volunteers authorised by the Committee

Parents, carers, and spectators may take photos or videos of their own child only, provided the content is not shared publicly in a way that identifies or includes other children without consent.

3. Use of Images and Digital Content

- Images and videos are used solely for Club-related purposes, including promotion, communication, celebration of participation, and community engagement.
- Content must reflect the Club's values and portray children and young people respectfully, safely, and appropriately.
- Preference is given to group photos, action shots, or non-identifying images.
- No images or videos are to be edited, filtered, or altered in a way that could be misleading or inappropriate.

4. Permissions and Consent

- Written consent must be obtained from a parent or legal guardian before capturing or publishing images or videos of children.
- Consent forms are maintained by the Club and reviewed annually.
- Families may withdraw consent at any time by notifying the Club in writing.
- Where consent is not granted, reasonable steps will be taken to ensure the child is not photographed or included in digital content.

5. Storage, Collection, and Retention of Content

- Images and videos are stored securely using password-protected devices or platforms approved by the Club.
- Content is not stored on personal devices unless authorised and protected.

- Access to stored content is limited to authorised personnel only.
- Images and videos are retained only for as long as necessary for Club purposes and are deleted when no longer required.

6. Safety and Privacy Protections

To protect children and families:

- No identifying personal information is published alongside images.
- Direct messaging with children or young people via Social Media is prohibited.
- Location tagging of children's activities is avoided.
- Images are not shared in private or unofficial group chats without consent.
- Any privacy or safety concern must be escalated to the Committee or Child Safety Officer immediately.

7. Breach and Incident Response

If a breach of this appendix or the Social Media Policy occurs:

- The content will be reviewed and removed where necessary.
- The matter will be managed in line with the Club's Complaints and Grievance Procedure.
- Serious concerns may be escalated to relevant authorities.

8. Review and Continuous Improvement

This appendix will be reviewed bi-annually or sooner if:

- Legislation or child safety standards change
- A serious incident occurs
- New Social Media platforms or technologies are adopted