



NEWTON JAGUARS NETBALL CLUB

NJNC POLICIES AND PROCEDURES

SOCIAL MEDIA POLICY DOCUMENT

PURPOSE:

The Newton Jaguars Netball Club will use social media to engage with and communicate to internal and external stakeholders and as such this document articulates the way in which the Club will use it.

OBJECTIVES :

- To provide a clear framework for engagement through social media platforms.
- To provide a coordinated approach to social media activities at the Club.
- To assist the Club in developing and maintaining positive and collaborative relationships through the use of digital communications tools.
- To provide Club Members with guidance when accessing social media sites also when using social media for personal purposes.
- To create additional low cost communication channels to communicate Club achievements and celebrate good news.
- To enhance opportunities for the delivery of "real time" communication and increased opportunities for two way conversations with our stakeholders.

SCOPE:

Applicable to all Club members who are contributing to social media platforms, including for personal use, where reference to the Club is made.

Only the President or designated person approved by the management committee can make club policy statements on behalf of the club.

DEFINITIONS:

COMMUNICATION – Includes communication campaigns, sponsor information, Club information, event information.

SOCIAL MEDIA - All forms of digital channels including but not limited to Facebook, Twitter, YouTube, My Space, Flickr, Podcasts, Photo sharing sites, LinkedIn



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DEFINITIONS CONTINUED

POST – Publish of content to a social Media channel including but not limited to commentary, opinions, images, links or video

CHANNEL – Type of social media – e.g facebook, You Tube are chann

POLICY:

The Club recognizes 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;

- Use social media channels that are appropriate to the Club function and context.
- Be complimentary existing digital communication channels such as the Club website.
- Be agressed in a strategic, planned and coordinated way.
- Provide transparent contact for questions or enquiries provoked by social media activities.
- Only conducted by authorized personnel in keeping with club policy.
- 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;

- Avoid at all times the provision of personal commentary or opinion on the Club, activities, members, partner organizations or Netball SA.
- Avoid at all times use of NJNC Images, logo or other Club visual identification unless otherwise approved to do so.
- Avoid at all times the creation of fan pages relating to the Club and it's activities unless otherwise approved to do so
- Ensure use of social media is conducted in a respectful way to protect the reputation of the club, it's members and partner organization

BREACHES OF POLICY:

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