



Manx Netball Association (MNA) Social Media Policy

Purpose and scope

The MNA recognise the developing range of technologies used to interactively share, create and discuss issues and content positively and encourages individuals and clubs to use social media to promote themselves, their achievements and the sport of netball.

Conversely, the MNA will not accept anyone using social media either intentionally or by association to insult, defame, create a risk to personal safety or abuse any individual, organisation or the sport of netball.

This Policy is to help members, connected participants and staff to help them understand the acceptable standards of use of social media in netball. It sets out best practice designed to aid everyone in understanding what the potential risks are in using social media and how these can be managed.

The pace of change in technology means that it is not possible to identify a conclusive list of all forms of social media, hence it is to be read as applying to all forms commonly understood to be social media. This Policy should be read in conjunction with the Codes of Conduct.

Definitions

Social media is the collective of online communications and media channels dedicated to community-based input, contact, content-sharing and collaboration via a range of technologies such as tablets, smartphones and other internet enabled devices. Websites and applications dedicated to forums, blogging and social networking are among the different types of social media and examples of social media platforms include, Facebook, YouTube, Snapchat, WhatsApp, Messenger, Twitter, Pinterest, Google+, Wikipedia etc.

Young person is any person below the age of 18.

Usage

Whilst clubs, national squads and players are encouraged to use social media to positively promote their teams, themselves and their achievements and the sport of netball, the balance between the right to free speech and the responsibility not to insult, slander, abuse or create risks to anyone's personal safety must be considered. This Policy seeks to assist each person in knowing how to achieve that balance.

Good Practice Guidance

It is recommended clubs, national squads, players or individuals have a webpage/profile which is used for their netball involvement and that they keep their personal identity, pages and profile separate.

This will help in distinguishing between what is part of a person's private life, and what is part of their life in netball.

The internet presents challenges for protecting personal safety as all information posted is available to the whole world, indefinitely. Young people may need guidance from the people with responsibility for their safety as to what is acceptable and safe use.

The use of social media to target individuals, has created a set of risks which is challenging to manage, the posting of personal information makes individuals vulnerable to exploitation.

For example, by posting about going on a family holiday and a home address on a page, it is easy to see that there would be an increased risk to that property whilst the family is away. A less obvious example is that if an athlete puts they are tired, injured, or worried about an upcoming event, they are potentially giving their opponents information which provides them with a psychological advantage they would not have otherwise gained.

Thinking before posting will help reduce these sorts of unforeseen consequences.



Setting up Club Webpages

- Clubs/national squad etc setting up webpages, including Facebook pages, are advised to ensure that they retain ownership and administration rights over that site and know where their information is stored in the Cloud. It maybe in another country which does not have the same Privacy Laws as Europe.
- No one individual should have exclusive ownership or administration rights. The Safeguarding Officer should be informed about and be involved in the administration of any site(s).
- All those involved with the administration should be aware of the law and good practice for protecting children from the potential risks of social media.
- The primary purpose of the site should be for promoting the organisation and the sport of netball and for communicating between members. Privacy settings should be set so that members of the public cannot contact individuals from the club.
- Privacy settings change frequently ensure they are updated as necessary.
- Photos and tagging should be used with consideration for the safety implications which these bring. A photo of the team in play, without any tagging of individuals is fine. Tags allows people to be identified and then traced.
- Whenever a photo is going to be taken and used, make sure the individual knows and get parental consent [Taking and Use of Photographic and Recorded Images of Young People] if necessary.

All clubs/national squad should provide their members with guidance on the use of the club/national squad site and issue their members with Acceptable Use Agreements, which the parent/carer of a young person also signs.

Texting/e-mail/messenger services

These tend to be a more personal and private way of communication and for this reason there are more associated potential risk to young people and adults.

- One to one contact without a parent/carer copied in to texts/messenger between a coach and a young person should be discouraged.
- Clubs/National squad should seek parental consent at the start of the season for text /messenger service communications, with anyone under the age of 16. If this is given, they should use group messaging, with the Safeguarding Officer/coach and any parent who requests it, copied in.
- If there is an emergency which means that an individual young person needs to be contacted, the Safeguarding Officer or the parent/carer should ideally be copied in, if it is not possible due to the use of different messaging services then notify the Safeguarding Officer/another Coach you have contacted the player and why.
- If 16 plus parents should still be made aware of the club's practice and this Policy.
- Clubs should keep a copy of the phone numbers and e-mail addresses of their members, by text/e-mail group and ensure that these are held securely and not used for any other purpose.
- There should be a minimum number of administrators with access to the group and contact details. A minimum of 2 is recommended.

Social networks

Social networks are the communities which develop on media applications, such as Facebook and Twitter.

- Adults and young persons should not be "friending" or "following" each other, outside of the netball relationship.



- Communications for netball purposes should be through sites/identities which are public and managed by the organisation. This applies to adults in a position of trust as well as to the adults who come into contact with young people through netball.
- If a coach receives a friend request from a young person who they have met at a training session, they should decline.
- If the club has a page which allows communication via a public forum, this would be acceptable, provided the site is secure and there are no private messages being sent or received.
- The Club page should only accept friend requests from members of the club or adults associated with the Club.
- It is accepted that some parents/carers are friends with their children, in order to monitor the material posted and seen by them.

Everyone needs to be mindful that:

- Expressing your own opinion is fine, being rude in the way you express it or expressing intolerant views is not.
- Anyone who posts an offensive message or image should be advised to remove the comment as soon as possible, to reduce its impact.
- The speed and variety in the development of social media forums, means that posts can be generated rapidly and spread to a wider audience in a very short space of time. All members, connected participants, staff and members of the public can and should report any misuse of social media to the MNA, so that appropriate action can be taken to maintain the high standards of behaviour expected within the sport of netball.
- If someone reposts other people's comments or posts it may be viewed that they had adopted them, and they too would therefore be accountable for the content.
- Comments made should clearly be attributable to the individual

Livestreaming

Platforms such as Facebook, Instagram, Snapchat and YouTube all allow some form of live streaming functionality – while in addition there are also many sites which are made for pure live streaming, including: Periscope, Omegle and LiveMe.

The National Crime Agency has warned that sex offenders are increasingly using them to exploit children and there's an urgent need to educate children about the dangers

Some of the things Clubs/MNA can do to help keep players particularly young athletes safe

More information is available at: <https://www.childline.org.uk/info-advice/bullying-abuse-safety/online-mobile-safety/>

- Talk to them about online risks and sharing safety
- Help them understand how to deal with different online risks such as cyberbullying or inappropriate content.
- Give them the tools to recognise the difference between 'real friends and followers.
- Make sure they are Share Aware
- Helping them to think more carefully about what they post and who it may be seen by so that they protect themselves.
- Check minimum age of app etc.



- Check players are the minimum age required to be on an app or programme being used as generally content will be aimed at children over 13 years old.
- Protect their personal data
- Advise players not to link their social accounts so they cannot not pull in personal information and draw information about their friends.
- Suggest they choose an anonymous username and a strong password to protect their content.
- Make sure they know whether or not accounts cannot be totally deleted, sometimes the content is still available even though for example an app has been deleted off their device

Athletes' usage

Performance athletes are in a position of greater prominence than most players in the sport of netball, and this will increase as they progress up the Performance Pathway and to possible National Squad membership. As such, these athletes are the role models for acceptable standards of behaviour and this is as true for their use of social media, as it is for their everyday conduct.

Players /Parents /Carers should sign the Social Media Acceptable Use Agreement found on page 5.

- There is a need for professional conduct at all times and the onus remains on them to promote the sport, the team and the events.
- Sponsorship deals depend on the public perception of the sport and Performance Athletes are the public face of the sport.
- Showing their personality and sharing their performances helps show what it takes to be a top athlete and attracts people to them, by making regular posts fans feel they are invested in and that they have a relationship with the player.
- Athletes should make it clear they are posting their own views.
- Athletes should not use the Manx Netball logo, which is owned by Manx Netball without permission from the Isle of Man Netball Development Officer.
- Athletes should think carefully about what they post, before they post it. Rivals can gain significant psychological advantages by reading of injury troubles or nerves about events. As a rule of thumb, avoid posting during competition time; operate a 3 hour embargo either side of a game, so that comments are not posted in haste and regretted at leisure.
- Umpires and officials should never be criticised
- Anyone reporting a concern, or who is the subject of such a report, will be given advice on the procedures which are used to tackle these issues.

Reporting Concerns

Safeguarding is everyone's responsibility, as is creating and maintaining the high standards of behaviour expected of people in the sport of netball. For these reasons, everyone is encouraged to report concerns of misuse or inappropriate usage of social media to the Appropriate Authority, within the world of netball, or outside it.

The first point of contact will usually be the appropriate Safeguarding Officer, or the Chair of the club. As mentioned above, the Appropriate Authority within the world of netball is the body with the power to take Disciplinary Action. Which level is the most appropriate will depend on the nature of the concern, but if it relates to a potential safeguarding issue, the matter must be reported to the Lead Child Protection Officer for Manx Netball Association.

Threats of immediate harm or danger should be reported to the Police and/or Children's Services.

Prosecutions may be taken for comments/content posted on line



Social Media Acceptable Use Agreement

This Agreement is to be read by Players and or parents/carers and the young Athlete in order to ensure their obligations are understood before signing.

The Manx Netball Association its National Squads and Clubs understands the importance of and need for the responsible use of social media and their responsibility for helping to safeguard young people in the sport of netball.

We ask all members, parents and people in positions of trust to read the Manx Netball Association Social Media Policy and ensure that they, their child or the young people in their association have understood the importance of the Policy and the expectations on them in relation to their use of social media.

I understand that: -

- I am responsible for my behaviour when using social media and texts relating to a member, connected participant, volunteer or employee of Manx Netball and the sport of netball, including anything re-posted and my use of language;
- I have read and understand the Manx Netball Association Social Media policy and understand that I may be subject to Disciplinary Action should I breach its usage guidance;
- I understand that my use of the internet and social media sites through (insert name of club/squad) can be monitored and logged and made available to the club and MNA and any external agencies involved with the regulation of internet usage;
- I will not post or give out any personal details, such as name, address, age and contact numbers, either of myself or any other person;
- I will not share my own or the club password with anyone;
- I will not arrange to meet anyone without the knowledge and consent of my parent/carer;
- I will not deliberately browse, download, access or post any material that could be offensive, threatening or illegal;
- I agree to report material, posts or contacts which I find upsetting or cause me concern;
- I understand that if there is need for anyone to take action as a result of my use of social media in the sport of netball, my parent/carer may be contacted.
- I will not make use of the Logo of the Manx Netball Association or its Sponsors without their express permission

We have read and understood this policy and (name of Player) agrees to support the safe use of social media at(insert name of club/squad).

Parent/carer's name if Under 16.....

Parent/carer's signature.....

Player's signature.....

Date.....

Performance Athletes may have a personal page/identity which relates to their netball play and consequently their identity will be known. They are reminded of the need not to provide additional personal details, whether of their own or another person, which could create a risk to themselves or another person.

