



## CVNA Social Media Policy

### Purpose

The social media Policy is a framework set by the Central Victorian Netball Association (CVNA) to guide the responsible and safe use of social media platforms on behalf of the Association and its programs. The Policy aims to safeguard CVNA's reputation, protect members from harm, and provide clarity on the processes for establishing, managing, and moderating social media activity conducted under the CVNA name.

CVNA is bound by the Netball Australia Member Protection Policy, the Netball Australia Child Safeguarding Policy, and CVNA's Codes of Conduct.

### Context

Social media provides valuable opportunities to connect with members, promote netball, and celebrate achievements across the CVNA community. However, misuse of social media can expose the Association and its members to reputational risk, breaches of privacy, or online harm.

This policy ensures CVNA manages its social media presence responsibly, in line with our values, while protecting the safety and wellbeing of our members.

### Scope

This policy applies to all members of CVNA, including Board and committee members, affiliates, staff, volunteers, parents, players, coaches and officials. It covers all CVNA-sanctioned social media accounts, profiles and content creation activities across all platforms including but not limited to Facebook, Instagram, Twitter/X, YouTube, LinkedIn, TikTok, Snapchat, blogs, podcasts, forums, and multimedia sharing sites.

### Definitions

**Authorised user:** CVNA staff member approved by the Board to use social media on behalf of CVNA or its programs.

**Profile:** A user account created to use a social media platform.

**Social media best practice guidelines:** A document maintained by the Director Media & Communications, setting out platform-specific guidance.

**Social media:** Includes all platforms listed under Scope and any emerging digital applications used for public communication and engagement.

## Procedure

### CVNA Social Media Presence

- Approval to set up a social media presence on behalf of CVNA or any of its programs must be sought from the Board.
- Staff and volunteers must not engage in social media activity on behalf of CVNA unless authorised by the Board or the Director Media & Communications.
- At least two (2) authorised users should have access to every CVNA social media account to ensure accountability and support strong security practices.

### Social Media Content

The Director, Media & Communications, will maintain the social media best practice guidelines, covering:

- The range of platforms CVNA uses and recommended content type and frequency.
- Duty of Care and Terms of Use statements relevant to each platform.
- Guidance for responding to emergencies, reputation management, security breaches, and other issues relevant to CVNA's online presence.

Authorised users must follow these guidelines when creating or moderating any CVNA content.

- All other content must be submitted to the Communications team for approval before release.

### Moderation and Monitoring

Social media accounts will be moderated to maintain community standards and protect CVNA's reputation.

- The Communications team, in conjunction with the Director Media & Communications, is responsible for daily monitoring (excluding weekends and public holidays).
- The Director Media & Communications holds final approval of content, advises the Board of risks, oversees the social media strategy, and ensures risk management procedures are in place.
- Email notifications for posts or issues will be set up to inform the Incident Management Team, the Director, Media & Communications and the Board where relevant.

## **Account Security**

- All accounts must have strong passwords (minimum 8 characters including upper, lower case and numeric characters).
- Where available, two-step verification and login notifications must be enabled.
- At least two authorised profiles must have administrator access to every CVNA social media account to ensure continuity if one profile is compromised.

## **Duty of Care and Terms of Use**

- All CVNA accounts must include a Terms of Use statement (where possible), developed by the Director, Media & Communications.
- CVNA will make clear when accounts are not actively monitored and provide alternative support services.

## **Safety or Risk Issues Raised Online**

- If posts or comments indicate risk of harm, the matter must be escalated immediately to the Clinical Consultant, who will initiate an appropriate response in consultation with the Director, Media & Communications.

## **Inappropriate or Damaging Content**

- Inflammatory, defamatory, damaging or negative campaigns directed at CVNA must be managed in line with the social media Best Practice Guidelines.
- The Director, Media & Communications and/or the Board must be informed immediately in these cases.

## **Quality Assurance**

- The Director, Media & Communications, is responsible for implementing this Policy and will review it annually (or earlier if required due to significant platform changes).
- Social media analytics and monitoring tools will be used to assess effectiveness, engagement, and community feedback.
- CVNA will comply with all relevant legislative requirements and Netball Australia policies.

## **Non-Compliance**

Failure to comply with this Policy may result in disciplinary action including, but not limited to:

- Reprimand
- Official warning
- Removal of social media access rights
- Suspension or expulsion from CVNA (for members)

## **Policy Review**

This Policy is subject to ongoing monitoring to ensure it remains relevant and practical given the rapid evolution of social media platforms. It will be reviewed annually by the CVNA Board in consultation with the Director, Media & Communications.