



## Social Media Policy for Alberta Netball Association (ANA)

### 1. Introduction

This policy outlines ANA's position on the content and use of social media by and on behalf of ANA.

Social media have become an increasingly popular form of communication between an organization and the public. Social media enable ANA to engage with the public with the purpose of promoting and encouraging the sport of netball.<sup>1</sup>

The Marketing Director and Marketing Team at ANA are encouraged to use social media. Their actions and behaviors on social media must be in accordance with the terms of this policy.

### 2. Definitions and Terms

**Social media** are defined as forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).<sup>2</sup>

The Marketing Team of ANA is comprised of the Marketing Director, the Head Coach and a designated person from each Satellite affiliation/Club/League.

### 3. Scope

This Policy and supporting guidelines apply to the Marketing Team of ANA and any ANA member in good standing<sup>3</sup> who is temporarily assigned responsibility to speak on behalf of ANA<sup>4</sup>, interacting through social media channels.

### 4. Roles and Responsibilities

The **board executives** of ANA have ultimate authority in the interpretation and administration of this policy and any social media activities.

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<sup>1</sup> As per the *Objects of the Alberta Netball Association, November 21, 2010* and *Bylaws of Alberta Netball Association, Article 5.1.2 Powers and Duties of the Board*

<sup>2</sup> Source: Merriam-Webster

<sup>3</sup> Membership Fee paid.

<sup>4</sup> Access to ANA's social media accounts may be temporarily granted (in writing) by the Marketing Director and President.

Only the **members of the Marketing Team** may speak on behalf of ANA on social media, through the social media accounts of ANA and its satellite affiliations. They can grant and revoke, in writing, temporary permission for a member of ANA to speak and post on behalf of ANA.

The Marketing Director and other board executives of ANA have the authority to (at their sole discretion), remove content from the social media accounts of ANA.

The **members of the Marketing Team** shall not post negative or defamatory content, either real or perceived, about ANA, Netball Canada, professional or amateur sport industries/organizations, individual athletes, coaches, team managers, officials, colleagues, sponsors or any other entities or individuals.

The **Marketing Director and/or President**<sup>5</sup> of ANA will set and store the passwords and Login details in the shared filing system and one alternative location. All social media accounts shall have dual access. Only the **Marketing Director and President** of ANA may make or authorize changes to login details and passwords.

## 5. Requirements

The online conduct of the Marketing Team will be dictated by the following principles:

### Do:

- Be respectful and honest
- Promote the sport of netball
- Recognize athletes, coaches, managers, volunteers and sponsors wherever possible
- Adopt a neutral, unbiased tone for events or competitions between teams from within Alberta
- Show sportsmanship and friendly competitiveness for events or competitions involving teams from outside of Alberta
- Ensure waivers have been completed before posting any content of minors. Ensure you are aware of any cases where permission has not been granted.
- Respect all copyright laws - Always credit sources with citations or links
- Reserve any personal opinions for your own personal social media handles that are not affiliated with ANA and do not claim to speak on behalf of ANA.
- Consult the Marketing Director or other board members of ANA with any questions or to know how to handle a given situation
- Remain polite and professional at all times.

### Do not:

- Engage in arguments with the public or other organizations on social media
- Post content for which ANA does not have consent to use on social media
- Post content that promotes illegal drug use, profanity, nudity, or illegal activities

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<sup>5</sup> The President will assume this responsibility if ANA does not have a Marketing Director

- Share sensitive information about sport organizations, colleagues, players, managers, coaches, or Alberta Netball Association online
- Create social media accounts for ANA without the prior consent of the Marketing Director and/or President
- In the spirit of being respectful, refrain from posting spam, defamatory, or discriminatory comments. Refrain from using expletives.
- In the spirit of being honest, refrain from making untruthful statements or spreading rumours. If you are unsure about certain information, verify it with the Executive board before posting on social media.

## **6. Accountability**

- Reporting: Any complaints or queries about this policy and its implementation should be directed to [President@netballalberta.com](mailto:President@netballalberta.com).
- Non-compliance or abuse of this policy will be addressed using ANA's Complaints and Disciplinary Policy

## **7. Property**

ANA has exclusive ownership of the official social media accounts for ANA. All pictures and videos posted by social media accounts of ANA are the property of ANA and may not be reproduced in any shape or form for commercial purposes unless prior approval is obtained. ANA's Complaints and Disciplinary Policy will apply in any cases of infringement.

## **8. Sources & References**

This policy refers to Objects of ANA. It was also inspired by a review of the Social Media policies of other Netball Associations, including BC Netball Association.

## **9. Approval, revision and management**

Approved by ANA board of directors, 29<sup>th</sup> April 2021, Calgary

Effective from: 29<sup>th</sup> April, 2021; Due for revision: (29<sup>th</sup> April, 2024, or before if the need arises)

Last updated 30 June 2021

Contact person: Marketing Director, [marketing@netballalberta.com](mailto:marketing@netballalberta.com)

## **10: Annexes**

Relevant procedures, forms and other guidance