

The background is a solid blue color. A thick, curved line starts in the top left, colored red, and transitions to white as it curves downwards and to the right. Scattered throughout the scene are numerous starburst patterns resembling fireworks, in both red and white. Faint, semi-transparent text is visible in the background, including the words 'PHOTOGRAPHY' and 'POLICY' in a large, bold, sans-serif font, positioned behind the main title.

# **Social Media & Photography Policy**

Current Version	0.2
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Person Responsible for Review	HVNC Membership Officer
Notes/Minor Updates 5/4/2024	Updated to re-format in line with new design

## PURPOSE

*At the Hope Valley Netball Club (HVNC), we believe that everyone who participates in any aspect of the club is entitled to do so in an enjoyable and safe environment.*

*The intent of this policy is to provide all HVNC players, coaches, officials, parents and supporters with clear guidelines and procedures when creating, transmitting, and interacting with all forms of digital media as part of club-related activities.*

## DEFINITIONS

*For the purposes of this policy, 'digital media' includes (but is not limited to):*

- *digital photographic images;*
- *digital audio and video recordings;*
- *Social networking sites (e.g. Facebook, LinkedIn, X);*
- *Video and photo sharing sites (e.g. YouTube, Instagram, Tik Tok, Snapchat);*
- *Messaging Applications (e.g. Email, Messenger);*
- *Team Applications (e.g. Heja); and*
- *Websites.*

*For the purposes of this policy, Stakeholders include all HVNC players, coaches, officials, parents, and supporters as well as those from other clubs and organisations who may be involved in HVNC-related events and activities.*

*For the purposes of this policy, any stakeholder under the age of 18 is considered a Junior.*

# POLICY

## General Principles

HVNC takes the privacy of all our stakeholders very seriously and is committed to maintaining a safe physical and emotional environment for everyone.

HVNC acknowledges the important role that digital media (and social networking sites in particular) play in promoting netball and celebrating the achievements and success of our club and members. It is also an essential medium for sharing club news and information and communicating with our stakeholders.

HVNC is committed to:

- Obtaining permission, where possible, from all stakeholders prior to taking their image.
- Providing transparency on how those images may be used e.g. website/Facebook.
- Only using digital images of stakeholders that are directly relevant to HVNC.
- Not disclosing personal information about our members.
- Not publishing abusive, discriminatory, intimidating, or offensive statements or posts (content, video or photos).
- Not publishing statements that may be misleading, false, or likely to injure the reputation of club stakeholders.
- The removal of any offensive posts and blocking those responsible from club-managed digital media.

## Photography and Videography

HVNC has a responsibility to manage the photography and filming of juniors as part of our risk management. Photography and videography of juniors must only be undertaken at HVNC-related events for three purposes:

- Club promotion and publicity;
- Player/Umpire/Coach training and development; or
- Participant's and their family's personal use.

HVNC acknowledges that a participant's family member and/or friend may have a reasonable expectation, either of their own volition or at the participants request, to photograph or record that participant during any event that the participant is involved in.

HVNC requests that all of those involved in HVNC-related events take a common-sense approach to the issue of photography, videography, and the transmission of recorded material. This includes:

- Obtaining consent from the player/parent/guardian prior to taking their image. The onus of obtaining consent is on the individual wanting to take photographs or videos.
- Notifying the relevant coaches and/or a HVNC committee member of this consent and their intent to take photographs and/or videos of a specific player.
- Notification can be via email prior to the event or in person at the event.
- Consent may be withdrawn at any time. Where consent is withdrawn any photography and/or videography must cease immediately.
- The onus of proof related to any photography and/or videography activities and consent is on the individual undertaking the recording activity.
- Where consent is withdrawn, the relevant Coach and HVNC Membership Officer should be immediately notified.

Official HVNC-endorsed photography and videography **will only** be undertaken by individuals who hold a valid “Working With Children Check” as approved by HVNC.

HVNC also acknowledges that there are specific instances where permission for the taking and/or transmission of any images of a particular stakeholder may be denied or prohibited under law or specific court order.

## Withdrawal of Consent

Where a player has either explicitly denied consent during the registration process for the taking and use of their image or subsequently withdraws consent, the HVNC Member Protection Information Officer (Membership Officer) will:

- Immediately contact the affected player/parent/guardian via email to clarify and confirm this request.
- Notify the HVNC Child Protection Officer, Communications Officer, Coaching Coordinator, and the affected Team Coach of this request.
- In the case of an enduring withdrawal of consent, update the Club’s Photography Consent Register.

HVNC has adopted a ‘shared responsibility’ approach to ensuring that player/parent/guardian wishes are respected. Whilst HVNC will make every effort to monitor and control the recording, dissemination, and display of digital images for affected players, the proliferation of mobile phones, nature of the training environment, and the fact that all club officials are volunteers means that this may not always be possible. It is expected that the affected player/parent/guardian will work closely with the club to actively monitor and manage exposure to situations where a breach of this request may occur.

In situations where photography or recordings for which consent has not been provided may have occurred, the affected player/parent/guardian should, in the first instance, approach the individual taking photographs or videos and request that they delete the images where possible.

If the issue cannot be resolved or if unapproved images have been posted online, this should be reported as per the HVNC Grievance Policy as soon as practicable.

## Social Networking Sites

All social media postings are treated as public comments.

The club expects all stakeholders to conduct themselves appropriately when using social networking sites and other forms of digital communication to share information related to club activities. This includes:

- Not using offensive, provocative, distasteful, or hateful language.
- Not making false or misleading statements that may injure the reputation of another person.
- Respecting and maintaining the privacy of others.
- Where relevant, promoting the Club and netball more generally in a positive way.

Stakeholders should not post, send, or forward any inappropriate information or material using any form of social media including (but not limited to) material which is intended to (or could possibly) defame, intimidate, humiliate, or cause insult or offence to:

- Parent Organisations (e.g. Netball SA, SA District Netball Association);
- HVNC players, coaches, officials, parents and supporters;
- Sponsors, or
- Other netball participants.

Frustration at an umpire, official, teammate, coach, opposition team or sporting body should never be communicated on social networking sites or websites. These issues should instead be addressed – in a written or verbal statement or a complaint – to the HVNC Secretary.

Stakeholders using social media for personal purposes should seek permission in writing prior to the use of any HVNC images, logos, or other Club visual identification.

## **Breaches of Policy**

Concerns or potential breaches of this policy should be reported with supporting evidence to the HVNC Member Protection Information Officer (Membership Officer) at [membership.hopevalleync@gmail.com](mailto:membership.hopevalleync@gmail.com) as per the HVNC Grievance Policy as soon as practicable.

Unresolved or serious concerns or complaints should also be provided in writing to the Member Protection Information Officer. Where the complaint involves someone under the age of 18, the Child Safety Officer should also be notified via [childsafety.hopevalleync@gmail.com](mailto:childsafety.hopevalleync@gmail.com).

The committee will take the appropriate steps to censure the author and further action may be taken against the person or persons involved as per the HVNC Grievance Policy. This may include escalating the matter to the appropriate authorities where appropriate.