



NETBALL SCOTLAND

COMMUNICATIONS
POLICY



NETBALL SCOTLAND COMMUNICATIONS POLICY

APPENDIX 3

PAGES VS GROUPS & CHATS

You can set up a separate closed group (Facebook) or group direct messages (Twitter/Facebook messenger/WhatsApp) to share information you do not want the general public to see.

Definitions:

GROUP/Chat Group:

- forum to communicate with a specific group of people e.g. members
- closed Group
- membership only to specific people e.g. all club members/ a squad – Age 13+

PAGE:

- promote activities to wider audience e.g. membership & potential members
- page visible to all users on the platform
- should not contain info about young people

Dealing with Unofficial Groups/chat groups

If a social media Group or Chat is setup by the Netball Scotland or a member club e.g. coaches/other volunteers/members to communicate officially about official activities; this should be with the designated staff member or Club **Social Media Managers** knowledge and agreement. It is the responsibility of netball Scotland or the club to ensure the group or chat does not breach the relevant codes of conduct, this social media and communication policy and other relevant policies, procedures and laws or the platforms terms and conditions

It is common for groups of players and other engaged in shared activities to set up an unofficial group or chat. You will normally become aware of these unofficial groups/chats when problems about content or behaviour within that group arises and this is brought to your attention for help/resolution.

To deal with problematic unofficial groups/chats:

- identify if the group/chat is impacting on club activities
- write to all involved – coach/volunteers/player, CC to their parents if the group is U18 and cover the following points:
 - this is an unofficial group/chat that is not part of the clubs identified social media platforms
 - the club has had reports of concern regarding the content/behaviour/etc on the platform
 - as this is not a club platform, the club is writing to all parties involved OR parents of U18s involved asking them to speak to their young person



- the club requests that this group/chat is shut down as it is not an official communication platform of the clubs, it is not moderated or administered by the club and the reported behaviours/activities are not in line with code of conduct or the social media policy
- note that if the parties involved choose not to shut the group down then the management and moderation of the group remains the participants responsibility and for U18s the responsibility of the young person parent and problems should be reported to the platform following their complaints and reporting process
- any continued problems at club level as a result of the unofficial group will be addressed via the normal process via the codes of conduct
- signpost to support resources e.g. UK safer Internet Centre