



# NETBALL SCOTLAND

COMMUNICATIONS  
POLICY



## NETBALL SCOTLAND COMMUNICATIONS POLICY

### STATUS

DATE	ACTION	SIGN OFF
Mar 2020	Social Media Policy Review	KD
June – Sept 2020	Reviewed and updated to Communications Policy	KD
Feb 2021	Inclusion to INTEGRITY	KD
Mar 2021	Final version approved	BOARD

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Netball Scotland reserves the right to review this policy from time to time.



## 1 INTRODUCTION

This Policy sets out how all Netball Scotland and the Netball Family should communicate regardless of the medium of communication and type of technology utilised. It also sets out acceptable standards of use for the Netball Family in how to behave within the sport of netball. It sets out best practice designed to assist everyone in understanding the potential risks when using different mediums of communication and technology, and how these can be managed.

The landscape of methods, mediums and technology of communication is ever changing and as such we will not be providing a definitive list to which this policy applies to, therefore this will be read with an understanding that the policy applies to all forms, current and future.

The Oxford Dictionary depicts social media as “websites and applications that enable users to create and share content or to participate in social networking”, and communication as “the activity or process of expressing ideas and feelings, or of giving people information”.

Netball Scotland RESPECT – A Process for Managing Complaints defines the ‘Netball Family’ as ‘everyone involved in the sport of netball at all levels of the game including individuals, clubs, local associations and other organisations, regardless of their role, paid or voluntary, or whether they are members of Netball Scotland or not’. The Social Media and Communications Policy adopts this definition.

### **a. Purpose**

This policy outlines the behaviours and conduct expected from all within the Netball Family with respect to communications. It aims to protect children and vulnerable people, and those providing information between the Netball Family within the scope of the law, as well as the reputation of Netball Scotland.

Netball Scotland’s Club Development Framework, the referenced policies, and the appendices linked to this policy, provide tools and guidance to engage and develop netball safely.

### **b. Scope: Policies, Rules and Regulations**

The Communications Policy operates in conjunction with ‘RESPECT: A Process for Managing a Complaint’ which provides a standardised process on how to manage a complaint of a breach of policy or rule.

Social media and communications used by the Netball Family should not breach any legal and regulatory rules including but not limited to Netball Scotland’s:

- Anti-bullying Policy for Children & Young People
- Wellbeing and Adult Protection Policy



- Wellbeing and Child Protection Policy
- Equality Policy
- Trans Policy
- Codes of Conduct
- GDPR Regulations
- Any other deemed relevant by Netball Scotland

For further advice please also refer to:

<https://www.saferinternet.org.uk/>

<https://www.thinkuknow.co.uk/>

<https://www.ceop.police.uk/safety-centre/>

<http://thecpsu.org.uk/>

## **2 MANAGING OUR ONLINE PRESENCE**

Netball Scotland's Marketing and Communications Strategy defines how we manage our online presence.

Netball Scotland will not tolerate attacks on our reputation or any breaches of this policy.

Netball Scotland will moderate social content and communications on its platforms as required.

## **3 HOW TO MAKE A COMPLAINT RELATING TO A BREACH OF THE POLICY**

Any breach of this policy and those referenced throughout are managed by 'RESPECT: A Process for Managing Complaints' unless there is a specific breach process contained within those referenced policies.

## **4 MISCELLANEOUS**

These procedures are for guidance only. They may be applied differently in any given circumstance as Netball Scotland sees fit.

## **5 MONITORING AND EVALUATION OF POLICY**

This policy is reviewed every two years (or earlier if there is a change in national legislation).



## 6 APPENDICES

- A1: Setting up a Club Social Media Account
- A2: Good Practice on Social media
- A3: Pages Vs Groups and Chats
  - Safe Practice
  - Dealing with unofficial groups/chats
- A4: Guidance on photography & filming best practice guidance
- A5: Livestreaming
- A6: Guidance for online coaching