



Springfield Lakes Netball Club

2026 Digital Communications Policy

Document Name	Digital Communications Policy
Document Number	SLNC-PO-005.0
Approved Date	3 rd March 2026
Review Date	3 rd March 2027

Our Club's Commitment

Springfield Lakes Netball Club (SLNC) recognises the vital role of social media and digital communication in engaging members, athletes, supporters, sponsors, and other stakeholders. To support this, SLNC has established a clear policy to ensure all relevant persons understand the appropriate use of social media, email, and the SLNC website.

Objective

The purpose of this Policy is to set out SLNC's expectations for digital communication by individuals engaging with representing SLNC.

The aim of this Policy is to:

- Promote and encourage appropriate use of digital communication by Relevant Person/s;
 - A Relevant Person/s is defined as an SLNC Committee Member, Coach, Umpire, Team Manager or Volunteer acting in an official capacity of representing SLNC.
- Ensure that Relevant Person/s understand SLNC's approach to digital communication, and its expectations for the personal and professional use of online communication; and;
- Govern the terms of use by Relevant Person/s of SLNC-controlled, administered or related digital communication.
- Ensure SLNC complies with relevant legislation and regulations.

This policy is here to protect SLNC's ideas, confidential information, brand, and reputation, as well as the rights of everyone involved. It's also about creating a culture of openness, trust, and integrity when using digital communication mediums, i.e. social media, email and the SLNC website, supported by education and training.

Scope

This Policy is binding upon all Relevant Person/s.

- SLNC Committee Members, Coaches, Umpires, Players and Team Managers are required to always comply with this Policy. Failure to do so may result in disciplinary measures, including termination of membership.
- SLNC policy documents that impose obligations on Relevant Person/s constitute reasonable directions; however, they do not create contractual obligations on SLNC nor impose any additional obligations on the organisation.
- SLNC reserves the right to amend this Policy periodically as necessary.
- This Policy governs all communications disseminated by Relevant Person/s via social media platforms and the SLNC website.

Social Media

The use of social media is recognised as an essential and effective tool in both personal and professional

contexts. It must be utilised in a manner that upholds SLNC's policies and procedures and reflects the integrity, responsibility, and high standards of the organization.

- The use of social media by any Relevant Person/s must be appropriate, responsible, and ethical.
- All SLNC communications posted, shared, or transmitted via social media, email or the SLNC website, whether by an Authorised User or otherwise, are deemed official communications of SLNC. Accordingly, they must align with SLNC's values, ethics, policies, aims, and objectives, in the same manner as documents issued on SLNC letterhead.
- Communications posted, shared, or transmitted on social media by Relevant Person/s in a personal capacity may still be perceived by others as representing SLNC or its members. Therefore, SLNC expects that such communications consistently reflect SLNC's values, ethics, policies, aims, and objectives.
- The use of social media by any Relevant Person/s should be made with a clear distinction between acting in a professional capacity and a personal capacity.

SLNC Authorised Users

Social Media – Facebook and Instagram:

- Only Authorised Users are authorised to comment or publish information on social media for or on behalf of SLNC. This applies to the public facing Facebook page and events, and to all closed groups (these may include Committee, Coaches, Team Managers and individual team pages);
- To become an Authorised User of specific social media, a SLNC Committee member, Coach, Team Manager or Umpire must gain the approval of the SLNC Communications Coordinator in writing.
- Once authorised to use social media for and on behalf of SLNC, the Relevant Person/s must:
 - comply with the terms of this Policy;
 - disclose that they are an posting on behalf of SLNC (sign off messages with your name and position);
 - use only authorised SLNC accounts with that particular social media, unless authorised to use an approved official account;
 - ensure information is aligned with SLNC branding;
 - disclose and comment only on information classified as information already within the public domain;
 - ensure that all content published is accurate and not misleading, and complies with all relevant SLNC policies and other relevant requirements;
 - comment only on the Relevant Persons area of expertise and authority;
 - ensure comments are respectful;
 - only "like and follow" and "tag" Associations, affiliated netball clubs, SLNC sponsors and relevant businesses/service providers. Never "like and follow" or "tag" individuals, particularly players under the age of 18;
 - ensure that all photo permission requests are adhered to;
 - log in details must not be shared for the purpose of "Insta Takeovers" or similar. While SLNC

encourages this collaborative content, it's vital that an Authorised User reviews and posts the content to ensure that it appropriately reflect SLNC's values, ethics, policies, aims, and objectives; and

- adhere to the terms of use for the social media platform being used.

Email Addresses

- Only Authorised Users are authorised to read correspondence, reply to inbound emails or initiate outbound emails for or on behalf of SLNC.
- Following the AGM, the Secretary will provide an Authorised User of specific email address information on:
 - Their allocated email address, i.e. Uniform Coordinator = uniforms@springfieldlakesnetballclub.com;
 - Login, including how to reset the password; and
 - Appropriate usage, including delegations, etc.
- Once authorised to use email for and on behalf of SLNC, the Relevant Person/s must:
 - comply with the terms of this Policy;
 - disclose that they are emailing on behalf of SLNC;
 - use only authorised SLNC email accounts;
 - only disclose information classified as information already within the public domain;
 - ensure that the email content is accurate and not misleading, and complies with all relevant SLNC policies and other relevant requirements;
 - only send emails on the Relevant Persons area of expertise and authority (if unsure please check with the Executive team PRIOR to sending);
 - ensure emails are respectful; and
 - adhere to the terms of use for the email platform being used.

SLNC website:

- Only Authorised Users are authorised to update the information available on the SLNC website.
- Following the AGM, the Secretary will provide an Authorised User of the website information on:
 - Login, including how to reset the password; and
 - Appropriate usage, including delegations, etc.
- Once authorised to update the website for and on behalf of SLNC, the Relevant Person/s must:
 - comply with the terms of this Policy;
 - use only authorised SLNC website;
 - ensure information is aligned with SLNC branding and website theming;
 - only publish information classified as information already within the public domain;

- ensure that all content published is accurate and not misleading, and complies with all relevant SLNC policies and other relevant requirements;
- only publish information on the Relevant Persons area of expertise and authority;
- ensure all published information is respectful; and
- adhere to the terms of use for the website being used.

The Relevant Person/s must not:

- do anything that may cause harm to the business club, brand, reputation or rights of SLNC or its Associated Parties (including but not limited to Western Districts Netball Association, Netball Queensland, SLNC Sponsors and Suppliers) or the Events;
- disclose information about a SLNC stakeholder that is confidential or commercially sensitive without the written approval of the stakeholder and SLNC;
- disclose any Confidential Information without the appropriate written approval; or post/email/publish any material that might otherwise cause or be likely to cause damage to SLNC or its Associated Parties' reputation, or bring or be likely to bring SLNC, the Events or the Sport into disrepute.

Staff Member Relevant Persons are encouraged to contact SLNC's Authorised Users with any social media, email or website update requests so that SLNC can act on their behalf. Relevant Person/s are encouraged to share social media posts and website information that has been created and shared by SLNC Authorised Users and publicly shared.

Personal Use

Relevant Person/s should be aware that their personal communications made through social media and email have the potential to impact on SLNC and its Staff Members. Potential damage may be caused in certain circumstances, whether or not the Relevant Person is identified as having an affiliation with SLNC.

Relevant Person/s must take their employment or affiliation with SLNC into account when using digital communication, particularly in the following circumstances:

- digital communication use that has the capacity to damage the Relevant Person's professional reputation;
- digital communication use that has the capacity to damage the reputation of SLNC, the Sport or the Events;
- digital communication use that has the capacity to damage the Relevant Person's ability to work with their colleagues other SLNC Members and volunteers and social media use that breaches another of SLNC's policies.

When using digital communication in circumstances that are intended to be personal or private, Relevant Person/s must:

- make it clear that the Relevant Person's private opinions are their own and not say or do anything that may indicate that they represent either the views of SLNC or their connection with SLNC. The Relevant Person may wish to use a disclaimer such as "any views expressed on this site/account are those of the author only" or "these views are personal and mine alone";
- not publish anything harmful, obscene, abusive, offensive or illegal as a consequence of which harm may be caused to NQ SLNC or its Associated Parties, the Sport or the Events;

- not post/send/publish any material that might otherwise cause or be likely to cause damage to SLNC's reputation, or the reputation of the Sport or the Events, or bring or be likely to bring SLNC, the Relevant Person, the Sport, the Events or the Associated Parties into disrepute;
- not post/send/publish content that is in breach of one or more of SLNC's policies;
- not disclose information about SLNC or its operations that is confidential or likely to cause harm to SLNC or its Associated Parties;
- only disclose and discuss publicly available information;
- not use or disclose SLNC's Intellectual Property or Confidential Information, including but not limited to SLNC's logos, an SLNC's email address or insignia;
- not use the identity or likeness of a other Relevant Persons;
- ensure that they are respectful of others at all times and comply with SLNC's policies if they interact with (or about) SLNC-related matters;
- adhere to the terms of use of the relevant social media, email and website platforms; and comply with all laws including, but not limited to misleading and deceptive conduct, anti-discrimination, victimization, vilification, privacy, intellectual property, anti-bullying, harassment and defamation.

Relevant Persons

All Relevant Person/s have a responsibility to ensure that their actions in relation to the use of digital communication comply with this Policy.

Relevant Person/s are required to:

- comply with this Policy;
- report any perceived incidence of non-compliance with this Policy to SLNC and to maintain confidentiality while the incident is being resolved; and
- contribute to the elimination of the Improper Use of Digital Communication from SLNC's environment.

If a Relevant Person becomes aware of inappropriate or unlawful content, or content that is in breach of this Policy, relating to SLNC, they should report the circumstances via email to SLNC – netball@springfieldlakesnetballclub.com.

Consequences

If directed by SLNC, the responsible Relevant Person/s will remove, rectify and/or publish a correction about, any material published on social media or the SLNC website, or correspondence sent by email that, in the view of SLNC, may breach this Policy or otherwise bring or be likely to bring, the SLNC, a Relevant Person/s or a SLNC sponsor into disrepute.

A Relevant Person who breaches this Policy may be responsible for any loss suffered by SLNC, or its Associated Parties.

If a claim that digital communication has been used improperly is substantiated, disciplinary action, including but not limited to under the SLNC Constitution, may result. The level of action will depend on all the circumstances, including the severity of the conduct. The outcomes could include, but are not limited to:

- a formal apology;

- a warning;
- suspension or termination of membership, or membership benefits; or

Breaches of this Policy will be dealt with in accordance with the disciplinary provisions under SLNC's Constitution and Code of Conduct (SLNC-PO-001)

Related Policy Documents

This Policy must be adhered to, in conjunction with the following SLNC rules and policies:

- SLNC Constitution;
- SLNC Code of Conduct;
- Netball Australia Member Protection Policy;
- Netball Australia Child Safeguarding Policy;

Branding – Logo & Colour

Use of the SLNC logo is only for official purposes with the Authorisation of the Committee:



Springfield Lakes Netball Club

For consistent branding, SLNC colours must be used:

