



NETBAL NEDERLAND SOCIAL MEDIA POLICY

1. Introduction

Netbal Nederland recognises that social media is an important tool for communicating with members, promoting the sport, celebrating achievements and engaging with the wider community.

This policy provides guidance on the responsible use of social media to ensure that all online activity reflects the values of Netbal Nederland and protects the welfare of our members, volunteers and supporters.

The policy aims to:

- Encourage positive and responsible use of social media;
- Protect the reputation of Netbal Nederland and its members;
- Safeguard children and vulnerable participants;
- Provide guidance for those managing official Netbal Nederland social media channels.

2. Scope

This policy applies to all individuals involved with Netbal Nederland, whether in a paid or voluntary capacity, including:

- Players
- National Team players
- Coaches and assistant coaches
- Umpires and officials
- Volunteers
- Board and committee members
- Clubs affiliated with Netbal Nederland when representing the organisation or participating in Netbal Nederland activities.

This policy applies when:

- Posting on official Netbal Nederland social media accounts;
- Posting about Netbal Nederland, its events, competitions or members on personal accounts;
- Creating content that could reasonably affect the reputation of Netbal Nederland.

This policy does not seek to regulate purely personal social media activity unrelated to Netbal Nederland. However, behaviour that breaches the Netbal Nederland Code of Conduct or other policies may still be addressed, even if it occurs on personal accounts.



3. Social Media

For the purposes of this policy, social media includes, but is not limited to:

- Facebook
- Instagram
- TikTok
- X (formerly Twitter)
- LinkedIn
- YouTube
- WhatsApp
- Snapchat
- Blogs, forums and online discussion platforms
- Any future online platform used for communication or sharing content.

4. General Guidelines

Everyone representing Netbal Nederland is encouraged to use social media positively and responsibly. When posting online:

Think before you post: Remember that content shared online may remain accessible even after it has been deleted. Consider how your post may affect yourself, other individuals and Netbal Nederland before publishing it

Be respectful: Treat everyone with courtesy and respect. Do not publish material that is abusive, threatening, discriminatory, defamatory, intimidating, sexually explicit, hateful or offensive. Respect differences in culture, background, religion, gender, disability and personal opinion.

Protect privacy: Do not share confidential or sensitive information relating to: members; teams; volunteers; finances; disciplinary matters; selection decisions; safeguarding concerns; or any information that has not been made public by Netbal Nederland. Personal contact details should never be shared without permission.

Obtain consent: Always obtain permission before sharing photographs or videos in which individuals can be clearly identified. For children and young people under the age of 18, appropriate parental or guardian consent must be obtained before images are published. Do not post images that could place a child or vulnerable person at risk or compromise their privacy.



Share accurate information: Ensure information is accurate before posting. If you are unsure whether information should be made public, check with the Netbal Nederland Board or Communications Officer before publishing it.

Respect copyright: Only use photographs, graphics, videos, music or written material that you own or have permission to use. Credit creators where appropriate.

Correct mistakes: If incorrect information is posted, correct or remove it promptly. Be open and transparent if a genuine mistake has been made.

5. Official Netbal Nederland Social Media Accounts

Only individuals authorised by the Board may create, manage or post content on official Netbal Nederland social media accounts.

Those managing official accounts should:

- Communicate professionally
- Provide accurate and timely information
- Respond respectfully to questions and comments
- Avoid expressing personal political or controversial opinions through official channels
- Protect account security by keeping passwords secure and only sharing access with authorised individuals.

The Netbal Nederland name, logo and branding may only be used with permission from the Board.

6. Personal Social Media Accounts

Netbal Nederland encourages members to share their enjoyment of netball and help promote the sport.

When referring to Netbal Nederland on personal accounts

- Make it clear when opinions are your own;
- Avoid speaking on behalf of Netbal Nederland unless authorised;
- Behave in a way that reflects the values of the organisation;
- Avoid engaging in online arguments or responding aggressively to criticism.

Members should remember that their online behaviour may affect public perceptions of both themselves and Netbal Nederland.



7. National Team Players and Travelling Teams

National Team players, coaches and officials represent Netbal Nederland both on and off the court and are ambassadors for the sport.

When travelling or participating in national or international events they should:

- Promote netball positively
- Respect teammates, opponents, officials and event organisers
- Comply with event or competition media rules
- Avoid sharing confidential team information
- Obtain consent before sharing behind-the-scenes photographs or videos of others;
- Avoid posting content that may damage the reputation of the team or Netbal Nederland.

Constructive celebration of achievements is encouraged. Public criticism of teammates, coaches, officials or selection decisions is not.

8. Safeguarding

The welfare of children and vulnerable adults is paramount.

Members must:

- Follow the Netbal Nederland Safeguarding Policy at all times
- Never use official social media accounts to engage in private conversations with children or young people
- Avoid publishing information that identifies a child's personal location, school or contact details
- Ensure that all images and communications involving young people are appropriate and respectful.

Any safeguarding concerns identified through social media should be reported immediately using Netbal Nederland's safeguarding procedures.

9. Breaches of this Policy

Examples of breaches include:

- Offensive or discriminatory posts
- Online bullying or harassment
- Sharing confidential information
- Posting images without appropriate consent
- Impersonating Netbal Nederland or claiming to speak on its behalf without authorisation
- Misuse of the Netbal Nederland logo or branding

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- Publishing content that damages the reputation of Netbal Nederland, its members or the sport.

10. Reporting concerns

Anyone who becomes aware of content that may breach this policy should report it to the Netbal Nederland Board or the designated Communications Officer as soon as possible.

Where appropriate, screenshots or links should be retained as evidence.

Reports will be handled confidentially where possible and investigated in accordance with Netbal Nederland's policies and procedures.

11. Non-Compliance

Failure to comply with this policy may result in:

- A request to remove or amend content
- Removal of access to official social media accounts
- Disciplinary action under the Netbal Nederland Code of Conduct
- Referral under safeguarding or disciplinary procedures where appropriate.

Serious breaches may also be referred to the relevant authorities if required by law.

12. Policy Amendments

This Policy will be reviewed on an annual basis.

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