



Gladstone Netball Association

Memorial Park, Side Street | Gladstone, QLD 4680
(PO Box 982)

Gladstone Netball Association (GNA) Social Media – Policy

Effective Date: 17.06.2025 Reviewed By: GNA Executive

1. Purpose

This policy establishes guidelines for the appropriate use of social media by Association members, players, coaches, officials, and volunteers to protect the Association reputation and maintain a positive online presence.

2. Scope

This policy applies to all official and personal social media activity related to the Association, including platforms such as Facebook, Instagram, Twitter, TikTok, and any Association-managed websites or forums.

3. Acceptable Use

- **Professionalism:** Association-related content must be respectful, inclusive, and aligned with Association values.
- **Accuracy:** Information shared about the Association, fixtures, results, and events must be factually correct.
- **Confidentiality:** Personal or sensitive Association matters must not be disclosed publicly.
- **Respect:** No bullying, harassment, discrimination, or inappropriate language or images are allowed.

4. Official Association Accounts

- Only **authorized personnel** may post on official Association accounts.
- Posts must promote Association events, achievements, and community engagement in a **positive** manner.
- Official statements, responses to controversies, or disputes must be approved by the **Association executive committee** before publication.

5. Personal Social Media Use

- Members may post about their involvement in the Association but must adhere to this policy.
- Personal opinions must not be presented as official Association positions.
- Members must avoid commenting negatively on teammates, officials, opposing teams, or governing bodies.
- Sharing game footage or images must comply with league and Association privacy regulations.



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6. Responding to Issues Online

- If negative or inappropriate content appears online involving the Association, members must **not engage** publicly.
- Issues must be reported to the **Association social media coordinator** or executive committee for resolution.
- Any formal responses will be issued by **authorized representatives** only.

7. Breach of Policy

- Violations of this policy may result in **warnings, suspension, or disciplinary action**, including removal from the Association.
- Severe cases may be escalated to **legal authorities or governing sports bodies** if necessary.