



Netball Hong Kong, China

Social Media & Broadcast Handling Policy

1. Core Principle & Scope

Everyone must use social media and official media channels responsibly to uphold the sporting integrity, professional image, competitive interests, and overall reputation of Netball Hong Kong, China (NHKC) and the global netball community.

- **Applicable Personnel:** This policy applies strictly to all national and international athletes, coaches, team officials, umpires, broadcast commentators, stream producers, media personnel, full-time/part-time staff, and Board and Committee Members representing or affiliated with NHKC.

2. Account Management & Access Controls

- **Authorized Account Operation:** Only designated office staff and specifically appointed personnel are authorized to operate, post from, or manage official NHKC social media accounts and digital platforms. Unaccredited individuals or external parties are strictly prohibited from accessing, publishing on, or broadcasting through official NHKC channels.

3. Strict Prohibitions & Content Standards

All personnel across all public/private social media platforms, live streams, media interviews, and broadcast commentary must adhere strictly to the following content standards:

3.1 Content Prohibitions

Publishing, sharing, or engaging with content containing the following is strictly prohibited:

- **Political Content:** Political statements, partisan commentary, or campaign material.
- **Religious Content:** Proselytizing, religious debates, or posts promoting religious division.
- **Racial Content:** Racially insensitive remarks, slurs, hate speech, or racially charged rhetoric.
- **Sexual Content:** Sexually explicit imagery, vulgar language, suggestive material, or inappropriate sexual commentary.
- **Harassment & Defamation:** Cyberbullying, stalking, or derogatory comments that attack the integrity of umpires, officials, opponents, or organizers.

3.2 Protecting Team Competitive Interests

Personnel must refrain from publishing or discussing sensitive internal information that could provide strategic intelligence to current or future opponents:

- **Tactical & Technical Details:** Detailed breakdowns of set plays, planned formations, set-play routines, or preparation strategies not already visible on stream.



- **Strategic Adjustments & Vulnerabilities:** Discussions on preferred tactical adjustments, opponent-specific preparation, or strategic areas identified by coaching staff for targeted improvement.
- **Internal Communications & Confidentiality:** Information learned via internal channels, team briefings, closed training sessions, or private conversations with staff.
- **Athlete Privacy & Physical Status:** Non-public tournament lineups, injury status, medical updates, or physical limitations. Overheard or private conversations regarding an athlete's health or recovery status must **not** be disclosed unless officially released by team management.

4. Media Interviews & Broadcast Guidelines

4.1 Prior Approval for Interviews

All media engagements, press interviews, podcast appearances, and public statements—whether conducted in-person, online, or via broadcast media—must be **pre-approved by NHKC**. Personnel are strictly prohibited from speaking to news outlets or external media entities on behalf of NHKC or regarding team operations without prior authorization from the Executive Committee or designated media officer.

4.2 Broadcast Commentary Principles

Commentators, interviewers, and media personnel representing NHKC during live sports broadcasts must deliver an informative, professional, and encouraging viewing experience while protecting team strategy:

- Commentary must remain focused on describing visible action, tactics evident on court, and live game moments at a high level.
- Unverified speculation regarding team lineups, coaching decisions, refereeing calls, or athlete fitness must be avoided.
- A supportive, positive, and respectful tone must be maintained toward all participating athletes, officials, and opposing teams.

Rule of Thumb: If a comment could potentially help an opponent prepare against the national team or negatively impact an athlete's mental well-being upon rewatching, it must **not** be stated on air, in interviews, or online.

5. Commercial Endorsements & Institutional Values

- **Commercial Endorsements:** Personnel must exercise caution when endorsing personal sponsors or products. Personal commercial activities must not conflict with official NHKC commercial partners, event regulations, or local governing laws.
- **Brand Awareness:** Online, broadcast, and interview conduct directly reflect on the association. Continuous care must be exercised to uphold core organizational values and avoid legal liabilities.



6. Compliance & Governance

- **Professional Responsibility:** While social media, interviews, and live broadcasting are valuable tools for fan engagement, a single breach of confidentiality, unauthorized statement, or inappropriate comment can compromise competitive advantage, damage careers, and harm the reputation of the sport.
- **Consequences of Breach:** Violations of this policy will lead to immediate review by the Executive Committee or designated disciplinary panel. Non-compliance may result in formal reprimands, immediate removal from commentary/media duties, suspension from national selection, or loss of athlete representation privileges.