



# SOCIAL MEDIA POLICY

## **Policy overview and purpose**

Social media is changing the way we communicate.

This policy has been developed to inform our cricket association about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to the Sorrento Duncraig Senior Cricket Club (SDCC).

This policy contains guidelines for the SDCC community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

## **Underlying principles**

This policy complements the SDCC's core values of belonging, camaraderie and enjoyment. The club's purpose and vision are:

1. To provide opportunities for players to grow, develop, enjoy and participate in a community cricket club
2. For our members to experience enjoyment both on and off the field.
3. To be a great social and progressive club.

In addition

4. To control and manage all teams representing the club.
5. To provide such facilities for competition as are within it's power.

The SDCC Executive Committee is responsible for all matters related to this policy.

## **Coverage**

This policy applies to all persons who are involved with the activities of the SDCC, whether they are in a paid or unpaid/voluntary capacity and including:

- members, including life members of the SDCC and all affiliated members.
- persons appointed or elected to the SDCC Executive, committees and sub-committees;
- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- coaches and assistant coaches;
- ALL players;
- umpires and other officials;
- member associations

## Scope

**Social media** refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing SDCC on social media; and
2. an individual not representing SDCC, but that is a member, player, volunteer or administrator of SDCC on social media; and
3. if you are posting content on social media in relation to any affiliated club of the NSCCA that might affect SDCC business, products, services, events, sponsors, members or reputation.

## **Guidelines**

You must adhere to the following guidelines when using social media related to the SDCC or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

### ***Use common sense***

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are considered to be a representative of your club both on and off the field.

### ***Protecting your privacy***

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for

anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

### ***Honesty***

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. SDCC recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

### ***Use of disclaimers***

Where necessary, in particular for club committee members, leaders and volunteers, it may be deemed necessary to include a prominent disclaimer stating who you work for or are affiliated with and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble -- it may not have legal effect. If you publish inappropriate content this may

preclude the club/group you represent, but will not provide protection for any individual/s.

### ***Respect confidentiality and sensitivity***

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

It is perfectly acceptable to talk about SDCC and the NSCCA Competition and have a dialogue with the community, but it is not okay to publish confidential information. Confidential information includes things such as details about litigation, unreleased product information and unpublished details. e.g. team, coaching practices, financial information etc.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

### ***Publishing Images***

If an individual objects to the use of a clearly identifiable image of that person, it should be removed from the site/page as soon as is practicable.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In some instances, you need to have consent of the owner of copyright in the image. This responsibility falls to the publisher of the image.

### ***Complying with applicable laws***

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

### ***Abiding by copyright laws***

It is critical that you comply with the laws governing copyright in relation to material owned by others and the SDCC's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

### ***Discrimination, sexual harassment and bullying***

The public in general, and the SDCC and Affiliate members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

### ***Breaches & Consequences***

When using social media you will also be bound by the SDCC's behavioural guidelines. Breaches will be reported and heard by the SDCC Tribunal. Breaches may carry penalties that include suspension from play and/or fines.

When using social media you will also be bound by the SDCC's Code of Conduct and Behavioural Code.

### ***Avoiding controversial issues***

If you see misrepresentations made about SDCC, an affiliate club or any member, player, volunteer or administrator in the media, you may point that out to in writing the to the SDCC Executive Committee. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

### ***Dealing with mistakes***

If you or the club makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you or your club of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

### ***Conscientious behaviour and awareness of the consequences***

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could require you to face the SDCC Tribunal.

You should always follow the terms and conditions for any third-party sites in which you participate.

### ***Branding and intellectual property of SDCC***

You must not use any of SDCC's intellectual property or imagery on your personal social media without prior approval from the Executive Committee.

SDCC's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on SDCC's official social media sites or website.

You must not create either an official or unofficial SDCC presence using the organisation's trademarks or name without prior approval from SDCC.

You must not imply that you are authorised to speak on behalf of SDCC, unless you have been given official authorisation to do so by the Executive Committee.

Where permission has been granted to create or administer an official social media presence for SDCC, you must adhere to the SDCC Branding Guidelines.

## **Policy breaches**

Breaches of this policy include but are not limited to:

- Using the SDCC's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of SDCC's code of conduct or constitution.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing SDCC, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into

disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

### ***Reporting a breach***

If you notice inappropriate or unlawful content online relating to SDCC, NSCCA Member Clubs, Affiliates, or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

All reports of breaches or potential breaches should be made in writing to the SDCC Executive as soon as possible, accompanied by evidence.

### ***Investigation***

Alleged breaches of this social media policy will be investigated. Where it is considered necessary, SDCC may report a breach of this social media policy to police.

### ***Disciplinary process, consequences and appeals***

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure (Tribunal).

### ***Appeals***

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal

### ***Related policies***

- SDCC Constitution
- SDCC Code of Conduct
- SDCC Behavioural Code

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court
- Gaming laws