



SOCIAL MEDIA POLICY WARRANDYTE CRICKET CLUB

Policy overview and purpose

Social media is changing the way we communicate.

This policy has been developed to inform our community 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 Warrandyte Cricket Club.

This policy contains Warrandyte Cricket Club guidelines for the Warrandyte Cricket Club 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.

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Secretary
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Treasurer
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WARRANDYTE CRICKET CLUB EST 1855

www.warrandytecc.com
PO Box 340 Warrandyte VIC 3113
Taroona Avenue, Warrandyte

Underlying principles

This policy complements Warrandyte Cricket Club's core values:

VISION

To be the most successful and respected Club, both on and off the field everywhere we compete

MISSION

Warrandyte Cricket Club will...

1. Provide cricketers of all ages, without discrimination, the opportunity to play and enjoy cricket
2. Increase participation and field competitive sides at all levels and consistently be a top performing Club, representing Warrandyte with distinction
3. Ensure that the Club's reputation are of the highest order by attracting people of outstanding qualities to the Club
4. Ensure our image, playing conditions and hospitality arrangements for players, supporters and guests are of the highest order
5. Ensure that the Club is sustainable, financially viable and that good governance practices are implemented

Coverage

This policy applies to all persons who are involved with the activities of Warrandyte Cricket Club and including:

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- members, including life members of Warrandyte Cricket Club persons appointed or elected to the committees
- support personnel, including team managers and captains
- coaches and assistant coaches
- players
- referees, 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, TicTok, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, 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 Warrandyte Cricket Club on social media; and

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2. if you are posting content on social media in relation to Warrandyte Cricket Club that might affect Warrandyte Cricket Club's services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Warrandyte Cricket Club or its competitions, teams, participants, , services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to Warrandyte Cricket Club may still be regulated by other policies, rules or regulations of Warrandyte Cricket Club.

Using social media in an official capacity

You must be authorised by the committee before engaging in social media as a representative of Warrandyte Cricket Club.

As a part of Warrandyte Cricket Club's, community you are an extension of the Warrandyte Cricket Club image.

As such, the boundaries between when you are representing yourself and when you are representing Warrandyte Cricket Club can often be blurred. This becomes even more of an issue as you increase your profile or position within Warrandyte Cricket Club. Therefore it is important that you represent both yourself and Warrandyte Cricket Club appropriately online at all times.

Guidelines

You must adhere to the following guidelines when using social media related to Warrandyte Cricket Club or its 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.

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When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Warrandyte Cricket Club.

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. Warrandyte Cricket Club 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

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Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of Warrandyte Cricket Club) 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.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of Warrandyte Cricket Club's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of the Warrandyte Cricket Club.

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

Within the scope of your authorisation by Warrandyte Cricket Club, it is perfectly acceptable to talk about Warrandyte Cricket Club and have a dialogue with the community, but it is not okay to publish confidential information of the Warrandyte Cricket Club. Confidential information includes things such as details about litigation and unpublished details about our team, coaching practices, financial information and personal information of players.

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.

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

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

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In every instance, you need to have consent of the owner of copyright in 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 Warrandyte Cricket Club'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 Warrandyte Cricket Club's volunteers and 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.

Avoiding controversial issues

Within the scope of your authorisation Warrandyte Cricket Club, if you see misrepresentations made about Warrandyte Cricket Club in the media, you may point that out to the relevant authority in RDCA or Cricket Victoria. 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 Warrandyte Cricket 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 Warrandyte Cricket 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.

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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 put your membership at risk.

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

Policy breaches

Breaches of this policy include but are not limited to:

- Using Warrandyte Cricket Club's name and logo in a way that would result in a negative impact for the organisation, clubs and 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 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 Warrandyte Cricket Club, 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 Warrandyte Cricket Club or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the committee.

Further information about reporting breaches:

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- For a complaint about the misuse of social media relating to a match or competition that occurs either prior to, during, or after a game; speak to the captain and a member of the committee.
- For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular game; speak to the captain and a member of the committee.

Investigation

Alleged breaches of this social media policy may be investigated according by the Warrandyte Cricket Club.

Where it is considered necessary, Warrandyte Cricket Club 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 contained in the Warrandyte Cricket Club's Member Protection Policy.

Appeals

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

Related policies

- Code of Conduct
- Anti-Discrimination, Harassment and Bullying Policy
- Member Protection Policy
- Child Protection Policy

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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

Policy review

This policy will be reviewed annually to ensure it remains relevant to club operations and reflects both community expectations and legal requirements.

SIGNATURES:

Signed:

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Bill Stubbs

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Club President

Signed:

DocuSigned by:

Robert Hay

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Club Secretary

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Date: 10/5/2021

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Next policy review date is **September 2022**

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Est. 1855 Affiliated with the Ringwood District Cricket Association (RDCA) since 1977. 1st XI Premierships 1906/07, 1920/21, 1936/37, 1939/40, 1947/48, 1956/57, 1979/80, 1981/82, 1983/84 & 2014/2015.