SOCIAL MEDIA POLICY

Preamble – The Spirit of Cricket

Cricket is a game that owes much of its unique appeal to the fact that it is to be played not only within its Laws, but also within the spirit of the game. Any action seen as abusing this spirit causes injury to the game itself.

Embracing the spirit of the game means participating, either as a player, official or spectator, fairly and exhibiting respect for other players, officials and spectators, as well as the games traditional values such as graciousness in defeat and humility in victory.

Cricket has a distinct place in Australian society and history. As an element in Australia's national identity, cricket plays a significant role. This status brings with it particular responsibilities for players, officials and spectators to conform to the high standards of fair play and personal behaviour on and off the field.

Policy overview and purpose

Social media is changing the way we communicate. It is essential that you understand that any comments you make on social media platforms are as public as if you were making them at the clubrooms, on the field, to the media or at any other public gathering.

This policy contains the guidelines for the Golden Grove Cricket Club ("the 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.

All members and supporters of the Club are also bound by the social media policies of any associations with which the Club is affiliated

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 the Club or its matches, training, teams, participants, products, services, events, sponsors,

members or reputation. However, any misuse by you of social media in a manner that does not directly refer to the Club may still be regulated by other policies, rules or regulations of the Club.

Definitions

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)
- 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.

Guidelines

Where your social media comments or profile can identify you as having an association with the Club, you must:

- be polite and respectful to all people you interact with, and
- ensure that posted content is accurate.

Where your social media comments or profile can identify you as having an association with the Club, you must not:

- post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, or is otherwise unlawful, or
- make any comment or post any material that might cause damage to the Club's reputation or bring it into disrepute.

You must not create either an official or unofficial presence using the Club's name or logos without prior approval from the Club's Committee.

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.

Compliance

Any reported or identified breach of this policy may result in disciplinary proceedings. Refer to the Club's *Disciplinary/Complaint Process*.

Approved by Golden Grove Cricket Club Committee: *July 2023*
Next review date: *July 2024*