



SOCIAL MEDIA POLICY

This social media policy has been adapted from policies provided by Play by the Rules; a unique partnership between the Australian Sports Commission, the Australian Human Rights Commission, all state and territory sport and recreation and anti-discrimination agencies and the NSW Commission for Children and Young People.

www.playbytherules.net.au

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 & 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 the Golden Grove Cricket Club ("the Club").

This policy contains the Club guidelines for 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.

Underlying principles

This policy compliments the Club's core values:

- To promote and develop the game of cricket in Golden Grove (South Australia) and surrounding suburbs.
- To provide a safe and welcoming environment for all members and supporters.
- To foster an Active Club life by encouraging all Club members to join in cricketing and social functions and in the organisation of these events.
- To promote good sportsmanship in cricket.
- To ensure that all members, playing and non-playing, abide by the Spirit of Cricket and the Laws of Cricket.
- To do all such other things and acts to conducive to the furtherance of the objectives and interests of the Club and the Golden Grove Sporting Club Incorporated.

The Golden Grove Cricket Club Committee is responsible for all matters relating to this policy.

Coverage

This policy applies to all persons who are involved with the activities of the Club, whether they are in a paid or unpaid/voluntary capacity and including, but not limited to:

- members, including Life Members of the Club
- persons appointed or elected to committees and sub-committees
- members of the Golden Grove Cricket Club Executive

- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others
- coaches and assistant coaches
- umpires and other officials

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 the Club on social media; and
2. if you are posting content on social media in relation to the Club that might affect the Club's matches, training, 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 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.

Using social media in an official capacity

You must be authorised by the Golden Grove Cricket Club Committee before engaging in social media as a representative of the Club.

As a part of the Club's community you are an extension of the Club brand.

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

You must adhere to the following guidelines when using social media related to the Club or its matches, training, 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 an ambassador for the 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. The Club recommends erring on the side of caution; if in doubt, do not post or upload.

Do not post anonymously, use pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about whom 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

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

Reasonable use

If you are an employee of the Club, you must ensure that your personal use of social media

does not interfere with your work commitments or productivity.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of the Club's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of the 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 the Club, it is perfectly acceptable to talk about the Club and have a dialogue with the community, but it is not okay to publish confidential information of the Club. Confidential information includes things such as details about litigation and unpublished details including, but limited to, information about our teams, coaching practices, and financial information.

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.

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 the 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 the Club's employees 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.

When using social media you may also be bound by the Club's Code of Behaviour and any other relevant policies of the Club or organisations that the Club is affiliated with.

Avoiding controversial issues

Within the scope of your authorisation by the Club, if you see misrepresentations made about the Club in the media, you may point that out to the relevant authority in the Club. 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 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 the 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 put your membership of Golden Grove Cricket Club at risk.

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

Branding and intellectual property of the Club

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

The Club's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on the Club official social media sites or website.

All material posted on official Golden Grove Cricket Club social media accounts (e.g. Facebook, Instagram, Twitter) may be shared on personal social media accounts provided it is unaltered and does not contain any offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate comments or images.

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

You must not imply that you are authorised to speak on behalf of the Club unless you have been given official authorisation to do so by the Golden Grove Cricket Club Committee.

Where permission has been granted to create or administer an official social media presence for the Club, the account remains the property of the Golden Grove Cricket Club. Login details must be recorded in the Club's records.