



## SOCIAL MEDIA POLICY

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## Contents

SOCIAL MEDIA POLICY .....	1
Policy overview and purpose .....	3
Underlying principles .....	3
Nunawading CC Mission Statement and Objectives: .....	3
Coverage .....	4
Nunawading CC Juniors .....	4
Scope .....	5
Using social media in an official capacity .....	5
Guidelines .....	6
Use common sense .....	6
Protecting your privacy .....	6
Honesty .....	6
Use of disclaimers .....	7
Reasonable use .....	7
Respect confidentiality and sensitivity .....	8
Gaining permission when publishing a person’s identifiable image .....	8
Complying with applicable laws .....	8
Abiding by copyright laws .....	8
Discrimination, sexual harassment and bullying .....	9
Avoiding controversial issues .....	9
Dealing with mistakes .....	9
Conscientious behaviour and awareness of the consequences .....	9
Branding and intellectual property of NCC .....	9
Policy breaches .....	10
Reporting a breach .....	10
Investigation .....	10
Disciplinary process, consequences and appeals .....	11
Appeals .....	11
Related policies .....	11

## 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 Nunawading Cricket Club (NCC).

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

This document was created from a template developed by Play by the Rules ([www.playbytherules.net.au](http://www.playbytherules.net.au)) and the Tasmanian Government through Communities, Sport and Recreation (<http://www.dpac.tas.gov.au/divisions/csr/sportrec>).

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 NCC's core values:

### Nunawading CC Mission Statement and Objectives:

#### **Mission Statement:**

*To be a large, strong, successful and inclusive cricket club that provide opportunities for junior and senior players of all ages and skills to have fun, play in successful teams, develop their skills and be the best they can be.*

#### **Objectives:**

- 1) *To be large: Continue focus on reaching out to young families to have their children participate in junior programs such as In2Cricket and Under 10 cricket (e.g. Super 7s/Fast 9s); continue or focus on developing the junior club; continue our strong alliance with our Sri Lankan player community and ensure that we are one club with one goal; continue to encourage parents of juniors to play senior cricket; extend our community alliance to all diverse groups and cultures*
- 2) *To be strong: A strong club is a club that:*
  - a. *On field. Provide an environment where cricketers can play the best cricket they are capable of both as a team and individually;*
  - b. *Off-field. Proactive and responsive administration working together to achieve the clubs' objectives;*

- c. *Provide opportunities for junior and senior players to improve skills, increase fitness and learn how to improve their cricket. Ensure training sessions include a focus on all of these elements.*
- 3) *To be successful:*
  - a. *Maintain focus on First XI strength by:*
    - i. *Ensuring all players are happy and individual needs are attended to (within the realms of club and team comes first)*
    - ii. *Providing a training and playing environment that is as professional and disciplined as can be expected of social cricketers.*
    - iii. *Nurturing the next generation of First XI cricketers, always with an eye on the future*
    - iv. *Recruiting the best players we can to the club but ensuring that the right people are targeted*
  - b. *Increased focus on Second and Third Xis in order to:*
    - i. *Ensure the Second XI is very competitive and work closely with the First XI*
    - ii. *Ensure the Third XI provides a focus for young player development and nurturing (e.g. with key senior players acting as mentors)*
    - iii. *Ensure the lower grades are well run and have captains who provide all players the opportunity to contribute with bat, ball and in the field.*
- 4) *To be inclusive: Ensure that anyone who wants to play cricket for Nunawading can play cricket for Nunawading. Talent is not a criterion for selection. This is a great strength of ours and we want to keep it.*

The Club Committee are responsible for all matters related to this policy.

## Coverage

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

- members, including life members of NCC
- persons appointed or elected to committees and sub-committees;
- employees of NCC;
- members of the NCC Executive;
- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- coaches and assistant coaches;
- athletes;
- referees, umpires and other officials;
- member associations
- *BHRDCA affiliates* and
- Club family members.

## Nunawading CC Juniors

This policy

- o applies to junior players and family members
- o The Club will make efforts to educate juniors (and all players) where practical
- o The Club will work with parents of Juniors as well as the Junior player, where potential or actual areas of breach have occurred

## 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 NCC on social media; and
2. if you are posting content on social media in relation to NCC that might affect NCC's operations, 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 NCC or its business, competitions, 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 NCC may still be regulated by other policies, rules or regulations of NCC.

## Using social media in an official capacity

You must be authorised by the club executive (President, Vice-President, Secretary, Treasurer) before engaging in social media as a representative of NCC.

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

As such, the boundaries between when you are representing yourself and when you are representing NCC can often be blurred. This becomes even more of an issue as

you increase your profile or position within NCC. Therefore it is important that you represent both yourself and NCC appropriately online at all times.

## **Guidelines**

You must adhere to the following guidelines when using social media related to NCC 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.

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

### **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. NCC 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**

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of NCC) 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 a committee member of NCC, you must ensure that your personal use of social media does not interfere with your club commitments or productivity.

## **Respect confidentiality and sensitivity**

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

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 NCC, it is perfectly acceptable to talk about NCC and have a dialogue with the community, but it is not okay to publish confidential information of NCC. Confidential information includes things such as details about litigation, sensitive information, such as commercial or contractual, and unpublished details about NCC 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.

## **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 NCC'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 NCC'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 NCC's values and [Anti-Bullying Policy](#)

## **Avoiding controversial issues**

Within the scope of your authorisation by NCC, if you see misrepresentations made about NCC in the media, you may point that out to the relevant authority in NCC. 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 NCC 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 NCC 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 at risk.

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

## **Branding and intellectual property of NCC**

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

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

- trademarks
- logos
- slogans

- imagery which has been posted on NCC official social media sites or website.

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

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

## **Policy breaches**

Breaches of this policy include but are not limited to:

- Using NCC'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 NCC's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- 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 NCC, 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 NCC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances to a committee member immediately.

## **Investigation**

Alleged breaches of this social media policy may be investigated and, where it is considered necessary, NCC may report a breach of this social media policy to police.

The NCC Committee would set up an 'investigation group' to investigate the facts (this may include external resource if needed)

- o The Investigation Group would make a recommendation to the NCC Committee

- o The NCC Committee would apply a penalty, that is consistent with this policy and previous sanctions

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

Members of NCC who breach this policy may face disciplinary action up to and including termination of membership.

### **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-Bullying Policy](#)

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