



## **STOCKTON AND NORTHERN DISTRICTS CRICKET CLUB**

### **SOCIAL MEDIA POLICY**

#### **1) Policy overview and purpose**

Social media is changing the way we communicate. Stockton and Northern Districts Cricket Club (SNDCC) uses social media in its endeavours and recognises that those who are involved in its work may also use social media either as part of their role or in their private lives. This written policy is therefore required for all members on the acceptable use of social networking in the club. For this policy the definition of the term “members” includes the following persons:

- Players and Officials
- Supporters
- Volunteers
- Coaches
- Sponsors
- Parents and siblings
- Members of Stockton Junior Cricket Club (SJCC)
- All members of SNDCC are bound by the Code of Conduct of the Newcastle District Cricket Association and the current Social Media Policy adopted by that Association and its affiliates.

SNDCC encourages the responsible use of social media. The purpose of this policy is to set out what SNDCC expects from our members when using social media. It is important that we are aware that we are all ambassadors of SNDCC and that social media is never private.

This policy aims to:

- Give clear guidelines on what members can say about SNDCC, our members, opposition teams and members, matches, Newcastle District Cricket Association officials, governing bodies including Cricket NSW and local government, our sponsors and all other persons or corporations associated with SNDCC of that SNDCC interacts with.
- Comply with relevant legislation and protect our members.
- Help members draw a line between their private lives and the work of SNDCC.
- Protect SNDCC against liability for the actions of members.
- Be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.
- Underlying principles.
- This policy complements SNDCC’s core values as detailed in the Club’s constitution.

The Executive Committee of the SNDCC, comprising the President, Secretary and Treasurer are responsible for all matters relating to this policy, including maintaining and updating this policy.

#### **2) Scope**

Social media refers to any online tools or functions that allow people to create 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.)
- 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:

- an officially designated individual representing SNDCC on social media; and
- if you are posting content on social media in relation to SNDCC activities that might affect SNDCC's business, products, services, events, sponsors, members, relationships with third parties, governing cricket bodies, related government bodies 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 SNDCC or any related parties outlined above. However, any misuse by you of social media in a manner that does not directly refer to SNDCC may still be regulated by other policies, rules, or regulations of SNDCC.

### **3) Guidelines for use of Social Media.**

You must be authorised by SNDCC before engaging in social media as a representative of SNDCC.

As a part of SNDCC's community you are an extension of the SNDCC brand. As such, the boundaries between when you are representing yourself and when you are representing SNDCC can often be blurred. This becomes even more of an issue as you increase your profile or position within SNDCC. Therefore, it is important that you always represent both yourself and SNDCC appropriately online.

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

Whenever you are unsure as to whether 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 SNDCC.

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.

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

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.

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

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 SNDCC, it is perfectly acceptable to talk about SNDCC and have a dialogue with the community, but it is not okay to publish confidential information of SNDCC. Confidential information includes things such as details about unpublished details about SNDCC: e.g., teams, teams' tactics, on and off field incidents, coaching practices, financial information, and club members.

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.

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.

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

It is critical that you comply with the laws governing copyright in relation to material owned by others and SNDCC'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.

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership of SNDCC at risk.

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

#### **4) Branding and intellectual property of SNDCC.**

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

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

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

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

#### **5) Policy breaches.**

Breaches of this policy include but are not limited to:

- Using SNDCC'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 libelous.
- 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 any adopted SNDCC policy or procedure.
- Posting or sharing any content that is a breach of any 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 SNDCC, its affiliates, its sport, its officials, members, sponsors and their employees or agents, into disrepute. In this context, bringing or attempting to bring 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.

#### **6) Reporting a breach.**

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

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, or

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, complaint should be referred to the Executive Committee and accompanied by all information available.

#### **7) Investigation.**

Alleged breaches of this social media policy will be determined by the Executive Committee. The Executive Committee is responsible for investigating either directly or by appointment of a suitable internal investigator. The Executive Committee will determine if a breach has occurred and any penalty to be levied.

Where it is considered necessary, SNDCC may report a breach of this social media policy to police.

#### **8) Disciplinary process, consequences and appeals.**

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedures contained in the SNDCC Constitution.

#### **9) Appeals.**

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under SNDCC's Club Constitution.