

## SOCIAL MEDIA POLICY

1. Western Suburbs District Cricket Club recognises that social media is an important part of the way members communicate. The Club actively encourages members to participate in identified social media channels and share their experiences in cricket.
2. The Club recognises the importance of the internet to improve and increase the flow of information, shaping public thinking about our organisation, members, sponsors and stakeholders. Accordingly, the Club has and will further develop and maintain its own online social media presence through which it hopes to deliver content to its members and the public to develop and increase opportunities in cricket at all levels in the Club
3. However, our Clubs public reputation is valuable and so are the reputations of our members, sponsors and stakeholders, so the Western Suburbs Districts Cricket Club prohibits any communication on social media that is defamatory, obscene, proprietary, and misrepresentative of our club members, sponsors and stakeholders for commercial purposes.
4. Social media is a broad and changing concept. It generally refers to interactive electronic forums or online media where people are communicating, posting, participating, sharing, networking or bookmarking. For the purposes of this Policy, social media extends to:
  - electronically communicated material, whether written, photographic, video, or audio, which is accessible by more than the member alone;
  - Facebook, YouTube, twitter, myspace, Linkedin, Wikipedia, Flickr, Team App and related domains;
  - WSDCC participates in Premier Cricket live streaming of games.
  - Blogs; social networking sites; instant messaging; social bookmarking, media sharing and collaborative editing websites;
  - Any other forum which might reasonably be classified as social media as that term is generally understood; and
  - Any other forum for public comment

### PROHIBITIONS

5. When using social media, a person must not:
  - Abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose;
  - Impersonate or falsely represent any other person, including Queensland Cricket or another member;
  - Abuse, harass or threaten any other person, or another member;
  - Make defamatory or libellous comments;
  - Use obscene, offensive, insulting, provocative or hateful language;
  - Post material that infringes the intellectual property rights of others;
  - Intrude upon the privacy of other members of the Club without the consent of such members;
  - Interfere with the conduct of any event run by the Club;
  - Violate security measures instituted at the Club;



- Comment in a way that may be construed as harming the reputation of him or herself, another member, including its sponsors and stakeholders;
- Make excessive postings on a particular issue or post multiple versions of the same opinion or information on social media platforms;
- Without authority, post internet addresses, links to websites, email addresses or other personal information on social media platforms.

## CONSEQUENCES

6. The Club and its Members continually monitor online activity in relation to social media. The Club encourages Members to report detected breaches or suspected breaches of this Policy to the Clubs Executive, and any use of Social Media which is likely to harm the Club or cricket's reputation.
7. In circumstances of a breach or suspected breach of this Code of Conduct, the Club may:
  - make a necessary public comment such as a correction, clarification, contradiction or apology;
  - issue a formal warning;
  - report any breach of any law to any local authority or wronged party;
  - take any disciplinary action available to it under this Member Protection Policy; or E. exercise any of its available rights at law.
8. The Club expressly reserves the right to take any action, including dealing directly with Social Media providers, to remove any posted material that it considers to be in breach of this Policy

