



Midland Guildford Cricket Club

SOCIAL MEDIA POLICY

Guidelines – For members, officials, all other volunteers, player/s family members, and Club/player supporters

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 preferably 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 considered to be a representative of your club both on and off the field.

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.

Err 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

Where necessary, in particular for Club Committee members, coaches, managers, leaders and all other volunteers, it may be deemed necessary to include a prominent disclaimer stating your role/s at the Club or how you are affiliated with the Club and ensure 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. If you publish

inappropriate content this may protect (to some degree) the club/group you represent, but will not provide protection for any individual/s.

Respect confidentiality and sensitivity

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

It is perfectly acceptable to talk positively about our Club and have a constructive dialogue with the community, but it is not okay to publish confidential or otherwise sensitive information. Confidential information is to be determined from the ordinary meaning of those words and, as indicated, if you are unsure, do not post or upload anything.

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.

Publishing Images

Do not publish any image of any person unless you have the express prior approval of that person or, if a minor, from the person's parent/guardian. If an individual objects to the use of a clearly identifiable image of that person, it should be removed from the site/page as soon as is practicable.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour. In some instances, you need to have consent of the owner of copyright in the image.

This responsibility falls to the publisher of 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 and its members and family 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.

Breaches & Consequences

When using social media you will also be bound by the Club's Code/s of Conduct and Cricket Australia's spirit of Cricket. Breaches will be considered by the MGCC Committee. Breaches may carry penalties that include suspension from membership, play and/or fines.

Avoiding controversial issues

If you see misrepresentations made about our Club or any of our members, players, volunteers or player's family in the media, you should bring this to the attention of the MGCC Committee. 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 you or your 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 you or your 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 independent 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 have serious consequences.

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

Branding and intellectual property of the MGCC

You must not use any of the MGCC's intellectual property or imagery on your personal social media without prior approval from the Club's Committee. The Club's intellectual property includes but is not limited to:

- Trademarks, including CA, WACA, and Club sponsors.
- Logos, including CA, WACA, and Club sponsors
- Slogans
- Imagery

which have been posted on the Club's official social media sites or website.

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

You must also not imply that you are or have been authorised to speak on behalf of the MGCC, unless you have been given that approval in writing, to do so.

Where permission has been granted to create or administer an official social media presence for the Club, you must adhere to the Club's policy on all matters