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| POLICY: | <i>SOCIAL MEDIA</i> |
| POLICY NO: | <i>CHICC-0002</i> |
| VERSION: | <i>1.0</i> |
| LAST UPDATED: | <i>JUNE 2019</i> |

SOCIAL MEDIA POLICY

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SOCIAL MEDIA POLICY

1. Introduction

1.1 Mission Statement

Coomera Hope Island Cricket Inc exists to encourage and promote the game of cricket through entering teams in the Cricket Gold Coast competitions and by acting in a way that is conducive to the advancement of cricket on the Gold Coast and beyond.

1.2 Core Values

Our core values are: fair play, integrity, and mateship. These core values make our club a friendly environment for our players, parents, coaches, managers, volunteers and sponsors.

- **Fair Play** is a skill taught through the experience of playing with a group of like-minded individuals whose core belief is to enjoy cricket and play fair.
- **Integrity** is the fundamental core value of our cricket club. This value is passed down from our Life Members and Masters' players who have grown this club to where it is today. Playing by the rules and honour the umpire's decisions form how we play our cricket.
- **Mateship** drives the commitment of those in our club. Without mateship, we would not have any of these people to provide the cricket experience CHI prides itself on. We cannot run as a club without our mates helping us out.

2. Implementation

For this policy to be binding on Coomera Hope Island Cricket Club Inc, its members and other relevant persons, they must be:

- formally incorporated or adopted into the club's rules and regulations made under the constituent documents after being submitted and approved by a majority of the management committee during a general committee meeting;
- be agreed to as part of a membership application, agreement, form, other contract with the Club, which relevant members and other persons intended to come within the scope of this policy are required to sign.
- A copy of this policy will be on the club's website and in the club operations manual.

3. Purpose of The Policy

The Coomera Hope Island Cricket Club Management Committee acknowledges that social media tools are efficient and effective methods of communication. However, the committee also acknowledge the use of social media has the potential to impact the club and/or its members and Cricket Gold Coast in a negative manner.

This policy does not intend to discourage or unduly limit members' personal expression or online activities. However members should recognise the potential for damage to be caused (either directly or indirectly) to Coomera Hope Island Cricket Club Inc or Cricket Gold Coast. Accordingly, it is requested that all members comply with this policy to ensure that the risk of such damage is minimised.

Social media is changing the way society communicates.

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.

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This policy assists to establish a culture of openness, trust and integrity in all online activities related to Coomera Hope Island Cricket Club Inc.

This policy contains Coomera Hope Island Cricket Club Inc's guidelines for our club's 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, the club suggests that members use common sense or seek out advice from those who have approved this policy.

4. Who This Policy Applies To

This policy applies to everyone involved in the activities of our club whether they are in a paid or unpaid/voluntary capacity and including:

- club committee members, administrators and other club officials;
- coaches and assistant coaches and other personnel participating in events and activities, including camps and training sessions;
- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- referees, umpires and other officials;
- players;
- members, including any life members;
- parents;
- spectators; and
- sponsors.

5. Extent of The Policy

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, 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.

6. Club Responsibilities

As a club, Coomera Hope Island Cricket Club Inc will:

- adopt, implement and comply with this policy;
- ensure that this policy is enforceable;

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- publish, distribute and promote this policy and the consequences of any breaches of this policy;
- promote and model appropriate standards of behaviour at all times;
- deal with any complaints made under this policy in an appropriate and timely manner;
- deal with any breaches of this policy in an appropriate and timely manner;
- recognise and enforce any penalty imposed under this policy;
- ensure that a copy of this policy is available or accessible to all people and organisations to whom this policy applies;
- review this policy every 12 months; and
- seek advice from and refer serious issues to our Cricket Gold Coast.

Serious issues include unlawful behaviour that involves or could lead to significant harm and includes criminal behaviour (e.g. physical assault, sexual assault, child abuse) and any other issues that our state or national bodies request to be referred to them.

7. Individual Responsibilities

Everyone associated with our club must:

- make themselves aware of the contents of this policy;
- comply with all relevant provisions of this policy, including the standards of behaviour outlined in this policy;
- treat other people with respect;
- always place the safety and welfare of children above other considerations;
- be responsible and accountable for their behaviour; and
- follow the guidelines outlined in this policy if they wish to make a complaint or report a concern about possible child abuse, discrimination, harassment, bullying or other inappropriate behaviour; and
- comply with any decisions and/or disciplinary measures imposed under this policy.
- comply with the rules articulated on the “Play By The Rules” website

8. Usage of Social Media

This policy is applicable when using social media as:

- an officially designated individual representing Coomera Hope Island Cricket Club on social media; and
- if members are posting content on social media in relation to Coomera Hope Island Cricket Club that might affect the club’s business, products, services, 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 Coomera Hope Island Cricket Club Inc or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by members of social media in a manner that does not directly refer to Coomera Hope Island Cricket Club may still be regulated by other policies, rules or regulations of Coomera Hope Island Cricket Club.

8.1 Using social media in an official capacity

Members must be authorised by the Club President and/or Club Secretary before engaging in social media as a representative of Coomera Hope Island Cricket Inc.

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To become authorised to represent Coomera Hope Island Cricket Inc in an official capacity, members must have the training found at <https://esafety.gov.au/esafety-information/games-apps-and-social-networking>.

As a part of our club's community, members are an extension of the club's brand.

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

9. Guidelines

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

9.1 Use common sense

Whenever members are unsure as to whether or not the content members 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, members are an ambassador for the club.

9.2 Protecting member's privacy

Members need to be smart about protecting themselves and their 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, members should refrain from posting any content online that members would not be happy for anyone to see, even if members feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. Members should also be cautious about disclosing any personal details.

9.3 Honesty

A member's honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If members 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, using pseudonyms or false screen names. Be transparent and honest. Use real names, be clear about who members are and identify any affiliations members have.

If members have a vested interest in something members are discussing, point it out. If members make an endorsement or recommendation about something members are affiliated with, or have a close relationship with, members must disclose that affiliation.

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The web is not anonymous. Members should assume that all information posted online can be traced back to members. Members are accountable for your actions both on and offline, including the information members post via your personal social media accounts.

9.4 Use of disclaimers

Wherever practical, include a prominent disclaimer stating who members work for or are affiliated with (e.g. member of Coomera Hope Island Cricket Inc) and that anything members publish is their personal opinion and that members 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.

9.5 Respect confidentiality and sensitivity

When using social media, members must maintain the privacy of Coomera Hope Island Cricket Inc's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of the club.

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

Within the scope of member's 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, unreleased product information and unpublished details about our team, coaching practices, financial information and trade secrets.

When using social media members should be considerate to others and should not post information when members have been asked not to, or where consent has not been sought and given. Members must also remove information about another person if that person asks members 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. Please refer to the club's policy and request form on gaining consent for publishing information.

9.6 Gaining permission when publishing a person's identifiable image

Members must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

Members should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, members need to have consent of the owner of copyright in the image.

9.7 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.

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9.8 Abiding by copyright laws

It is critical that members comply with the laws governing copyright in relation to material owned by others and the club's own copyrights and brands.

Members should never quote or use more than short excerpts of someone else's work, and members should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

9.9 Discrimination, sexual harassment and bullying

The public in general, and the club's officials and members, reflect a diverse set of customs, values and points of view.

Members 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 members may also be bound by the club's values and Anti-Discrimination, Harassment and Bullying Policy.

9.10 Avoiding controversial issues

Within the scope of a member's authorisation by the club, if members see misrepresentations made about the club in the media, members may point that out to the Club President and Club Secretary. Always do so with respect and with the facts. If members speak about others, make sure what members say is based on fact and does not discredit or belittle that party.

9.11 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 members choose to modify an earlier post, make it clear that members 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.

9.12 Conscientious behaviour and awareness of the consequences

Keep in mind that what a member writes is their responsibility, and failure to abide by these guidelines could put their membership at risk.

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

9.13 Branding and intellectual property of Coomera Hope Island Cricket Inc

Members must not use any of the club's intellectual property or imagery on their personal social media without prior approval from the club.

Coomera Hope Island Cricket Inc's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans

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- imagery which has been posted on Coomera Hope Island Cricket Inc official social media sites or website.

Members must not create either an official or unofficial Coomera Hope Island Cricket Inc presence using the organisation's trademarks or name without prior approval from the Club President and/or Secretary.

Members must not imply that members are authorised to speak on behalf of Coomera Hope Island Cricket Inc unless members have been given official authorisation to do so by the Club President and/or the Club Secretary.

Where permission has been granted to create or administer an official social media presence for the club, members must adhere to the club's Branding Guidelines.

10. Breaches of this Policy

Breaches of this policy include but are not limited to:

- Using Coomera Hope Island Cricket Club Inc'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 the club'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 Coomera Hope Island Cricket Inc, 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.

10.1 Reporting a breach

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

Further information about reporting breaches:

- 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; refer to the club's grievance policy.
- 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; refer to club's grievance policy.

10.2 Investigation

Alleged breaches of this social media policy may be investigated according to Coomera Hope Island Cricket Inc's grievance policy.

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

10.3 Disciplinary process, consequences and appeals

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the club's Member Protection Policy.

Members of the club who breach this policy may face disciplinary action up to and including termination of membership in accordance with the club's Member Protection Policy or any other relevant policy.

10.4 Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under the club's appeals policy.

11. Related Documents:

Attached is a list of documents relating to the implementation of this policy. All these documents can be found on the CHICC website – www.chicc.net/our-club/club-policies.

- a. Cricket Australia Policies
- b. Codes Of Behaviour
- c. Appeals Policy
- d. Duty Statements
- e. Reporting Requirements And Document

Other legal considerations that may be applicable include but are not limited to:

- a. www.playbytherules.com.au
- b. Defamation
- c. Intellectual property laws, including copyright and trademark laws, Privacy, confidentiality and information security laws
- d. Anti-discrimination laws
- e. Employment laws
- f. Advertising standards
- g. *Charter of Human Rights and Responsibilities Act 2006*
- h. *Information Privacy Act 2000*
- i. Equal opportunity laws
- j. Contempt of Court
- k. Gaming laws

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Information

| | |
|-----------------|-----------------|
| Title | Social Media |
| Document Type | Policies |
| Document Number | CHICC-0002 |
| Version | 1 |
| Category | Code of Conduct |
| Effective Date | 30 May 2019 |
| Review Date | 30 May 2020 |
| Approved By: | Club Committee |
| Approval Date: | |
| Updated by: | Club Secretary |