

Social Media Code of Conduct

1.0 Scope

This policy applies to all involved in the activities of the Keira Cricket Club which includes but is not limited to Life Members, Committee Members, Executive Committee Members, Playing Members, Coaches, Team Managers, Training Coordinators, Supporters, and other members of other Cricket Clubs within NSW Cricket.

For the purpose of this guideline, Social Media means any facility for online publication and commentary including but not limited to: internal collaboration forums, external blogs, wikis, online comments and social networking platforms (ie Facebook, Instagram, Twitter etc)

This policy is applicable to officially designated individuals representing Keira Cricket Club on Social Media, as well as all potential social media users listed above that post content in relation to Keira Cricket Club that may affect the Clubs business, products, services, events, sponsors, members and reputation.

2.0 Guidelines

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

2.1 Privacy

Respect the privacy of both yourself and other affiliates of the club. Where appropriate, seek permission from affiliates of the club and/or Keira Cricket Club Social Media Coordinator before posting content that could be in breach of privacy of a past or present member. Additionally, refrain from sharing personal information including but not limited to phone numbers, home addresses, email addresses etc.

2.2 Honesty

Be honest when posting or sharing on social media platforms. Do not post anything that is dishonest, untrue or misleading. If you are unsure of any details of your post, check the source and facts before uploading.

Do not post anonymously using pseudonyms or false screen names. Be transparent about your identity and be clear on any affiliations you have with Keira Cricket Club or any other influential bodies.

If you are posting something in which you have invested interest, endorse or have close relation to, disclose that information with full transparency.

2.3 Disclaimers

Wherever practical and reasonable, use prominent disclaimers stating who you work for or are affiliated with (eg. Member of Keira Cricket Club) and that anything you publish on social media is your personal opinion and that you are not speaking officially.

2.4 Confidentiality and Sensitivity

When using social media, the privacy of Keira Cricket Club's confidential information must be maintained. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Keira Cricket Club. Confidential information may include but not limited to things such as details about litigation and unreleased product information.

2.5 Complying with Australian Laws and Regulations

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

Compliance with laws governing copyright in relation to material owned by others and Keira Cricket Club's own copyrights and brands is critical.

2.6 Discrimination, Sexual Harassment and Bullying

Keira Cricket Clubs's members and affiliates reflect a diverse set of customs, values and points of view. However, you must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

2.7 Branding and Intellectual Property of Keira Cricket Club

You must not use any of Keira Cricket Club's intellectual property or imagery on your personal social media without prior approval from Keira Cricket Club Executive Committee.

Keira Cricket Club's intellectual property includes but is not limited to trademarks, logos, slogans and imagery which has been posted on Keira Cricket Club's Official Social Media Sites or Website.

You must not create either an official or unofficial Keira Cricket Clubs presence using the organisation's trademarks or name without prior approval from Keira Cricket Club.

You must not imply that you are authorised to speak on behalf of Keira Cricket Club unless you have been given official authorisation to do so by the Executive Committee.

3.0 Policy Breaches

Breaches of this policy include but are not limited to:

- Using Keira Cricket Clubs'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 Keira Cricket Club's Code of Behaviour 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 Keira Cricket Club, 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.

3.1 Report a Breach

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

To report the incident, you may notify the Social Media Coordinator or any other committee member in person, via email, or social media outlets (this is inclusive of the official Keira Cricket Club Social Media Platforms).

3.2 Investigation

Alleged Breaches of this social media policy may be investigated by a sub committee that would be formulated by the Keira Cricket Club Executive Committee and Social Media Coordinator.

Where it is necessary, Keira Cricket Club may report a breach of this social Media Code of Conduct to the police.

Disciplinary action up to and including termination of membership may be sanctioned by the designated sub-committee with the approval of the current Keira Cricket Club President.