



CANNINGTON TIGERS CRICKET CLUB INC.

SOCIAL MEDIA POLICY

Definitions

Committee means the Committee of the Cannington Tigers Cricket Club;

Club means the Cannington Tigers Cricket Club;

CTCC means Cannington Tigers Cricket Club;

Player/Member a person registered as a financial member of Cannington Tigers Cricket Club;

Life Member A member who has been awarded CTCC Honorary Life membership;

Spectator A person watching a game affiliated or not to the CTCC;

Game Official means an umpire, scorer, or any other person who is an official of the Club;

SMCA South Metropolitan Cricket Association

Policy overview and purpose

Social media is changing the way we communicate. 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. This policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to CTCC. This policy contains CTCC guidelines for the CTCC 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, we suggest you use common sense or seek out advice from those who have approved this policy.

Underlying principles

This policy complements CTCC Vision and Mission:

To be the club of choice for cricketers of all ages, gender, and abilities in the South metropolitan area through the unique culture and spirit of CTCC leading to both on field and off field success, financial security, and ongoing viability.

Our mission is built on over 90 years of hard work and planning to re-establish ourselves as a Strong and Proud Cricket Club.

We all represent our Club and wear the black and gold with pride and understand what it means to be a Tiger. This demands that we work together, we are aware of each other's differences, and we strive to be our best on and off the field.

We are temporary custodians for the next generation of Tigers, we have a duty to leave the club in a better place than we found it.

Coverage

This policy applies to all persons who are involved with the activities of CTCC, whether they are in a paid or unpaid/voluntary capacity and including:

- members, including life members of CTCC;
- persons appointed or elected to CTCC committees and sub-committees;
- players;
- umpires and other officials;
- member associations and
- spectators and family.

Scope

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, , LinkedIn, YouTube, Reddit, Pinterest, Yammer, etc);
- Video and photo sharing websites or apps (e.g., YouTube, Vimeo, Dailymotion, Instagram, TikTok etc)
- Blogs and micro-blogging platforms (e.g., Tumblr, Twitter, Wordpress, Posterous, etc)
- Review sites (e.g., Yelp, Urban Spoon, etc)
- Podcasting (e.g., iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g., Facebook, 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.

POLICY

This policy is applicable when using social media as:

1. an officially designated individual representing CTCC on social media; and
2. if you are posting content on social media in relation to CTCC that might affect CTCC business e.g., game day participation, umpiring decisions, training, team events, sponsors, members, or reputation.

However, any misuse by you of social media in a manner that does not directly refer to CTCC may still be regulated by other policies, rules, or regulations of CTCC.

Using social media in an official capacity

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

Guidelines

You must adhere to the following guidelines when using social media related to CTCC or its business e.g., game day participation, umpiring decisions, training, team events, sponsors, members, or reputation. Use common sense 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 CTCC.

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. CTCC 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 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 wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g., member of CTCC) and that anything you publish is your 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.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of CTCC confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of CTCC. 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 CTCC, it is perfectly acceptable to talk about CTCC and have a dialogue with the community, but it is not okay to publish confidential information of CTCC. Confidential information includes things such as details about litigation, unreleased club information and unpublished details about our: e.g., team, coaching practices, and financial information. 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. Gaining permission when publishing a person's identifiable image, 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.

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 CTCC 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 CTCC 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. When using social media, you may also be bound by CTCC values and;

1. CTCC Code of Conduct
2. CTCC Management Policy

Avoiding controversial issues

Within the scope of your authorisation by CTCC, if you see misrepresentations made about CTCC in the media (including social media), you may point that out to the CTCC 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.

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 put your membership at risk. You should always follow the terms and conditions for any third-party sites in which you participate. Branding and intellectual property of CTCC and Sponsors. You must not use any of CTCC intellectual property or imagery on your personal social media without prior approval from CTCC Committee. CTCC 's intellectual property includes but is not limited to:

- logos
- slogans
- imagery which has been posted on CTCC social media sites or website.

You must not create either an official or unofficial CTCC presence using the incorporations trademarks or name without prior approval from CTCC Committee. You must not imply that you are authorised to speak on behalf of CTC C unless you have been given official authorisation to do so by Committee.

Policy breaches

Breaches of this policy include but are not limited to;

- Using CTCC's name, motto, crest and/or logo in a way that would result in a negative impact for affiliated organisations, the club, sponsors 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 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 CTCC, 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.

Reporting a breach

If you notice inappropriate or unlawful content online relating to CTCC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately. Report to Committee member. Reporter should save and store the material on their device and either provide a printed copy or electronic mail when reporting the incident.

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 SMCA dispute policy.

Policy breach procedures

Alleged breaches of this social media policy may be investigated according to CTCC Constitution Section 32. Where it is considered necessary, CTCC may report a breach of this social media policy to police.

Monitoring and Review of the Policy

The Policy will be reviewed annually to ensure governance best practice, and that criteria and procedures are effective in supporting the objectives and needs of the business. Any changes or alternation to this Policy will require Committee approval.

Version Control

Version Number	Version Details	Date Published
1.0	New Policy	Xx/xx/xx