



# West Gippsland Cricket Association

## Social Media Policy 2020

1. West Gippsland Cricket Association recognises that social media is an important part of the way members communicate. WGCA actively encourages members to participate in social media and share their experiences in Cricket and recognises the importance of the internet to improve and increase the flow of information, about our organisation, members, sponsors, and stakeholders.
2. This policy is applicable if you are posting content on social media in relation to West Gippsland Cricket Association that might affect its business, competitions, teams, events, sponsors, members, stakeholders or its reputation, and the WGCA prohibits any communication on social media that is defamatory, obscene, proprietary, and misrepresentative of West Gippsland Cricket Association.
3. 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.

#### 4. **Scope**

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:

- a. electronically communicated material, whether written, photographic, video, or audio, which is accessible by more than the member alone
- b. Facebook, YouTube, twitter, Snapchat, LinkedIn, Wikipedia, Flickr and related domains
- c. Blogs; social networking sites; instant messaging; social bookmarking, media sharing and collaborative editing websites
- d. Any other forum which might reasonably be classified as social media as that term is generally understood
- e. Any other forum for public comment

#### 5. **Coverage**

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

- persons elected to the Board of Management, appointed Officers, Committees and Sub-committees
- life members of the WGCA
- employees of the WGCA
- affiliated clubs, including their Club Officials, Team Officials, Players, Players families, Volunteers, Spectators and Sponsors
- sponsors of the WGCA
- umpires, other officials, and volunteers appointed by the WGCA.

#### 6. **Guidelines**

**When using social media, a person must not:**

- a. Expose others to content that is offensive, discriminatory, racist, sexist, embarrassing, sexually explicit, or otherwise inappropriate, for an illegal purpose, or that is a breach of any State or Commonwealth Law



- b. Post or share any content in breach of the WGCA Communication Policy, Members Protection Policy, or CA Safe-Guarding Children and Young People Policy
- c. Post or share any information or photos of a sensitive nature, including but not limited to accidents, incidents, or controversial behaviour
- d. Abuse, intimidate, harass, bully, or threaten any other person
- e. Make defamatory or libellous comments
- f. Use obscene, offensive, insulting, provocative or hateful language
- g. Publish a person's identifiable image without obtaining individuals permission via completed Image Consent and Release Form (Looking After Our Kids Action Plan CA\*)
- h. Post or share material that brings, or risks bringing, the WGCA 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.]
- i. Breach the privacy of the WGCA's confidential information, including but not limited to information that is not publicly accessible, widely known, or not expected to be shared outside of the WGCA.
- j. Intrude upon the privacy of other members of the WGCA without the consent of such members and without authority, post internet addresses, links to websites, email addresses or other personal information on social media platforms operated by the WGCA
- k. Imply that they are authorised to speak on behalf of the WGCA unless official authorisation has been given
- l. Make excessive postings on a particular issue or post multiple versions of the same opinion or information on social media platforms operated by the WGCA
- m. Breach laws governing copyright in relation to material owned by others.
- n. Post material that infringes the intellectual property rights of others, including but not limited to
  - Trademarks
  - Logos
  - Slogans
  - Imagery which has been posted on WGCA official social media sites or website
- o. Promote commercial interests in social media platforms operated by the WGCA

## 7. Guidelines

This policy assists to establish a culture of openness, trust and integrity in all online activities related to West Gippsland Cricket Association. It is important that you represent both yourself and the WGCA appropriately online at all times.

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. The WGCA 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.

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of WGCA/cricket Club) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but do not count on it to avoid trouble – it may not have legal effect.

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. If an error is made 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 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.

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

Always keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership at risk.

8. **Consequences**

In circumstances of a breach or suspected breach of this policy, West Gippsland Cricket Association may:

- a. issue a formal warning
- b. block future access to WGCA Facebook sites
- c. take any disciplinary action available to it under the WGCA Constitution, By-Law, Local Law, or Member Protection Policy
- d. report any breach of any law to any local authority or wronged party
- e. exercise any of its available rights at law.
- f. West Gippsland Association 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

9. **Resources**

Cricket Victoria <https://www.cricketvictoria.com.au/youth-program-behaviour-policies/>

Play By the Rules <https://www.playbytherules.net.au/>

10. **Appendix**

Cricket Australia- Safe Guarding Our Kids & Young People

<https://www.cricketaustralia.com.au/about/safeguarding/safeguarding-kids>

**IMAGE CONSENT AND RELEASE FORM**

Insert Name of Affiliated Association or Club  
INSERT NAME OF AFFILIATED ASSOCIATION OR CLUB

may, from time to time, record or take photographs at training, matches and other events organised or attended by

Insert Name of Affiliated Association or Club  
INSERT NAME OF AFFILIATED ASSOCIATION OR CLUB

for the purpose of promoting

Insert Name of Affiliated Association or Club  
INSERT NAME OF AFFILIATED ASSOCIATION OR CLUB

These recordings or images may be used by

Insert Name of Affiliated Association or Club  
INSERT NAME OF AFFILIATED ASSOCIATION OR CLUB

on its website, social media pages, advertising material or in publications.

Insert Name of Affiliated Association or Club  
INSERT NAME OF AFFILIATED ASSOCIATION OR CLUB

may also, from time to time, take recordings or photographs for the purpose of skill correction and analysis.

I consent to

Insert Name of Affiliated Association or Club  
INSERT NAME OF AFFILIATED ASSOCIATION OR CLUB

taking recordings, photographs or using my image and my child's image for these purposes.

**CONSENT**

PARENT/GUARDIAN SIGNATURE \_\_\_\_\_

PARENT/GUARDIAN NAME    Insert Parent/Guardian's Name \_\_\_\_\_

CHILD'S NAME                Insert Child's Name \_\_\_\_\_

CONTACT NUMBER            Insert Contact Number \_\_\_\_\_

DATE                            Insert Date \_\_\_\_\_