



# Casino Magpies Cricket Club

## Social Media Policy

### **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. 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.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Casino Cricket Club herein referred to as CCC.

This policy contains CCC guidelines for the CCC 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.



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### Coverage

This policy applies to all persons who are involved with the activities of CCC whether they are in a paid or unpaid/voluntary capacity

- members, including life members of CCC
- persons appointed or elected to CCC boards, committees and sub-committees;
- employees of CCC
- members of the CCC Executive;
- coaches and assistants;
- players;
- umpires and other officials;
- member associations and their affiliated members.

### 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, Twitter, LinkedIn, Google+, 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.



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This policy is applicable when using social media as:

1. an officially designated individual representing CCC social media; and
2. if you are posting content on social media in relation to CCC that might affect CCC'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 CCC or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation.

### **Using social media in an official capacity**

You must be authorised by the CCC President before engaging in social media as a representative of CCC

As a part of CCC's, community you are an extension of the CCC brand.

As such, the boundaries between when you are representing yourself and when you are representing CCC can often be blurred. Therefore it is important that you represent both yourself and CCC appropriately online at all times.

### **Guidelines**

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

### **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 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 CCC.

### **Protecting your privacy**

Be smart about protecting yourself and your privacy.



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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. CCC 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.



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### **Respect confidentiality and sensitivity**

When using social media, you must maintain the privacy of CCC's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of CCC

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 CCC, it is perfectly acceptable to talk about the CCC and have a dialogue with the community, but it is not okay to publish confidential information of the CCC. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our organisation.

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 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.

### **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 CCC'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**



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The public in general, and CCC's employees and 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 CCC's values and relevant NSW Anti-Discrimination, Harassment and Bullying Laws

### **Avoiding controversial issues**

Within the scope of your authorisation by CCC, if you see misrepresentations made about CCC in the media, you may point that out to the relevant authority in the CCC executive. 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 CCC 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 CCC of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately.

### **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 within the CCC at risk.

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

**Branding and intellectual property of CCC** You must not use any of CCC's intellectual property or imagery on your personal social media without prior approval from CCC.

CCC's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted CCC's official social media sites or website.

You must not create either an official or unofficial CCC presence using the organisation's trademarks or name without prior approval from the CCC

You must not imply that you are authorised to speak on behalf of CCC unless you have been given official authorisation to do so by the CCC President.



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### Policy breaches

Breaches of this policy include but are not limited to:

- Using CCC 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, discriminatory 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 CCC 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 CCC 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 the CCC Executive for consideration and appropriate action.

### Investigation

Alleged breaches of this social media policy may be investigated by the CCC Disciplinary Committee.

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

### Penalties

Depending on the circumstances breaches of this policy may incur penalties outlined below. The scale of the breach will be determined by the CCC Disciplinary Committee



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1. Minor breach – Warning
2. Major breach – 2 match ban and or 1 month social media ban relating to CCC.
3. Repeated offences – CCC affiliate membership may be rescinded or a Major breach penalty may be applied.

### **Appeals**

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal. The appeal must be lodged no longer than 3 days after the findings of the CCC Disciplinary Committee. The appeal must be accompanied with a \$50 bond which may not be refunded if the appeal is not successful.

### **Related policies**

- Code of Conduct
- NSW Anti-Discrimination, Defamation, Harassment and Bullying Legislation