

South Hobart Sandy Bay 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 South Hobart Sandy Bay Cricket Club.

This policy contains guidelines for the South Hobart Sandy Bay Cricket Club 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 South Hobart Sandy Bay Cricket Club's mission statement and core values:

To Develop people as cricketers, and quality members of the community.

- Excellence, development, commitment, loyalty, inclusiveness, tolerance, and respect.

Our Board is responsible for all matters related to this policy.

Coverage

This policy applies to all persons who are involved with the activities of South Hobart Sandy Bay Cricket Club, whether they are in a paid or unpaid/voluntary capacity and including:

- Members, including life members of South Hobart Sandy Bay Cricket Club
- Persons appointed or elected to South Hobart Sandy Bay Cricket Club board, committees and sub-committees;
- Employees of South Hobart Sandy Bay Cricket Club;
- Coaches, assistant coaches and volunteers.

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, Steam, Xbox Live, Runescape, fortnite 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.

This policy is applicable when using social media as:

1. an officially designated individual representing South Hobart Sandy Bay Cricket Club on social media; and
2. if you are posting content on social media in relation to South Hobart Sandy Bay Cricket Club that might affect South Hobart Sandy Bay Cricket Club's brand, products, services, events, teams, participants, 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 South Hobart Sandy Bay Cricket Club or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to South Hobart Sandy Bay Cricket Club may still be regulated by other policies, rules or regulations of South Hobart Sandy Bay Cricket Club.

As a part of South Hobart Sandy Bay Cricket Club's, community you are an extension of the South Hobart Sandy Bay Cricket Club brand.

As such, the boundaries between when you are representing yourself and when you are representing South Hobart Sandy Bay Cricket Club can often be blurred. This becomes even more of an issue as you increase your profile or position within South Hobart Sandy Bay Cricket Club. Therefore it is important that you represent both yourself and South Hobart Sandy Bay Cricket Club appropriately online at all times.

Guidelines

You must adhere to the following guidelines when using social media related to South Hobart Sandy Bay Cricket Club 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 the South Hobart Sandy Bay Cricket Club.

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. South Hobart Sandy Bay Cricket 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 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.

Respect confidentiality and sensitivity

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

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 South Hobart Sandy Bay Cricket Club, it is perfectly acceptable to talk about South Hobart Sandy Bay Cricket Club and have a dialogue with the community, but it is not okay to publish confidential information of South Hobart Sandy Bay Cricket Club. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our teams, coaching practices, 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.

Discrimination, sexual harassment and bullying

The public in general, and South Hobart Sandy Bay Cricket Club's 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 South Hobart Sandy Bay Cricket Club's values and its members code of conduct.

Branding and intellectual property of South Hobart Sandy Bay Cricket Club

You must not use any of South Hobart Sandy Bay Cricket Club's intellectual property or imagery on your personal social media without prior approval from South Hobart Sandy Bay Cricket Club.

South Hobart Sandy Bay Cricket Club's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans

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

You must not imply that you are authorised to speak on behalf of South Hobart Sandy Bay Cricket Club unless you have been given official authorisation to do so by South Hobart Sandy Bay Cricket Club.

Policy breaches

Breaches of this policy include but are not limited to:

- Using South Hobart Sandy Bay Cricket Club'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 South Hobart Sandy Bay Cricket Club's members code of conduct.
- 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 South Hobart Sandy Bay 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.

Reporting a breach

If you notice inappropriate or unlawful content online relating to South Hobart Sandy Bay 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.

Document the breach and contact a board member, or a senior member of the club you feel comfortable contacting.

Investigation

Alleged breaches of this social media policy may be investigated according to South Hobart Sandy Bay Cricket Club's membership protection policy.

Where it is considered necessary, South Hobart Sandy Bay Cricket Club may report a breach of this social media policy to police.

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 South Hobart Sandy Bay Cricket Club's Member Protection Policy.

Related policies

- Members Code of Conduct
- Member Protection Policy

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

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- *Charter of Human Rights and Responsibilities Act 2006*
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- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court
- Gaming laws