

Social Media Policy

Background

SECA recognises that social media is an important part of the way members communicate. Members are actively encouraged to participate in social media and share their experiences in cricket.

SECA recognises the importance of the internet to improve and increase the flow of information, shaping public thinking about our organisation, members, sponsors, and stakeholders.

Accordingly, SECA will look to develop and maintain its own online social media presence through which it hopes to deliver content to its members and the public to develop and increase opportunities to play cricket in our region.

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 by-law, social media extends to:

- Electronically communicated material, whether written, photographic, video, or audio, which is accessible by more than the member alone
- Social Media websites such as Facebook, YouTube, Twitter, Instagram, LinkedIn, Wikipedia, Flickr and related domains
- Blogs; social networking sites; instant messaging; social bookmarking, media sharing and collaborative editing websites
- Any other forum which might reasonably be classified as social media as that term is generally understood; and
- Any other forum for public comment

(cont.)

Guidelines

When using social media, a person must not:

- Abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose
- Impersonate or falsely represent any other person, including SECA or another member
- Abuse, harass or threaten any other person, including SECA or another member
- Make defamatory, racial, or slanderous comments
- Use obscene, offensive, insulting, provocative or hateful language
- Post material that infringes the intellectual property right of others
- Intrude upon the privacy of other members of SECA without the consent of such members
- Interfere with the conduct of any event run by SECA
- Comment in a way that may be construed as harming the reputation of person/s, organisations or SECA, including sponsors and stakeholders

The Australian Cricket “Looking After our Kids” Code of Behaviour sets out the expectations or acceptable behaviour for Australian Cricket Personnel, Australian Cricket Players and Cricket Participants when interacting with Children or Young People, including with respect to use of electronic or online communications.

All email, text messages and other messages, including group/team messages sent to a Child or Young Person should include their parent or guardian as well as to a Nominated Supervisor or Person in Authority (or other contact nominated by the Affiliated Association or Club) of the Affiliated Association or Club.

Communication must:

- be restricted to issues directly associated with delivering our sport, such as advising that a scheduled event is cancelled
- personal or social content limited only to convey the message in a polite, and friendly manner. In particular:
 - not include anything that may be perceived as being sexual in nature
 - not be used to promote unauthorised ‘social’ activity or to arrange unauthorised contact
 - not include a request for a Child or Young Person to keep a communication a secret from their parents; and

(cont.)

- not include a request to 'add as a friend', 'follow' or communicate with Children or Young People using Facebook, Instagram, Twitter, Twitch, Snapchat, TikTok (or other social networking sites), Internet chat rooms or similar forums, game sites or instant messaging

Complaints

Any person may report a complaint about a person/s or organisation bound by this policy.

If they believe that a person/s or a sporting organisation has breached this policy, a complaint should be reported to SECA in writing to the General Manager by email at admin@secacricknet.com.au.

A complaint may be reported as an informal or formal complaint.

All complaints will be taken seriously and dealt with promptly and confidentially.

Consequences

SECA and its members continually monitor online activity in relation to the social media of SECA and members. SECA encourages members to report detected breaches or suspected breaches of this policy to SECA, including any use of social media which is likely to harm SECA's reputation.

Any person/s or organisation that are found to have breached this SECA Social Media Policy, will face investigation by SECA. Failure to comply with these guidelines may result in disciplinary action, which will be determined at the discretion of SECA.

In serious cases, players/s or organisations face suspension from games or official positions.

SECA 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 By-law.

In serious situations, Victoria Police and Cricket Victoria may be involved should the nature of the breach warrant escalation.