



Title	Social Media Policy		
Issue Date	10/02/26	Review Date	

1. Overview

Social media is an important communication tool for Bonbeach YCW Junior Cricket Club (“the Club”). This policy ensures that all Club representatives; including players, parents, coaches, volunteers, and committee members use social media responsibly, respectfully, and safely.

The purpose of this policy is to:

- Protect children and uphold their rights when engaging online.
- Safeguard the reputation of the Club, its members, sponsors, and the wider cricket community.
- Promote a positive, inclusive, and safe environment across all online platforms.

This policy applies to any social media use that references the Club, its players, teams, sponsors, officials, or activities, whether through official Club accounts or personal accounts where the Club can be identified.

2. Scope

This policy applies to all Bonbeach YCW Junior Cricket Club members, volunteers, officials, parents, carers, and visitors who are involved in or attending junior cricket activities. It applies to all online activity connected to the Club, including content posted, shared, commented on, or otherwise engaged with in relation to junior cricket activities, programs, matches, events, or Club operations.

3. Details

The Club has established the following expectations to ensure safe, respectful, and appropriate use of social media.

General Expectations

- All social media activity connected to the Club must reflect the Club’s values and codes of conduct.
- Content must not be abusive, discriminatory, harassing, defamatory, misleading, or offensive.
- Bullying, harassment, victimisation, or intimidation via social media (including cyberbullying) is strictly prohibited.
- Confidential or sensitive Club information must not be shared without authorisation.



- Content must not bring the Club, its members, officials, sponsors, or governing bodies into disrepute.

Respectful Posting

- Treat all individuals with dignity, courtesy, and respect.
- Uphold the Spirit of Cricket and the values of Bonbeach YCW Junior Cricket Club.
- Avoid criticism of teammates, opposition teams, umpires, volunteers, coaches, administrators, or officials.
- Avoid posting content when emotional, upset, or reacting to a match incident or decision.

Prohibited Content

- Offensive, discriminatory, obscene, defamatory, threatening, or abusive.
- Content which harasses, humiliates, intimidates, or bullies a child or adult.
- Bringing the Club, its members, sponsors, associations, or cricket bodies into disrepute.
- Confidential, private, or sensitive Club information.
- Any content which suggests the individual is authorised to speak on behalf of the Club unless explicitly approved to do so.

Communication with Junior Players

- Coaches, volunteers, officials, and committee members must not contact players under the age of 18 via personal social media accounts or private direct messaging.
- All communication with junior players must involve parents or guardians, or occur through approved Club communication channels (e.g. Team Manager communications, official Club platforms).
- Group messages must be transparent, appropriate, and cricket-related.

Image Permission

- No child's image may be posted by the Club if the player or their parent/guardian has opted out of photography or media use (noting the default position is to opt-in).
- The Club will maintain a secure register of players whose images must not be published.
- Team Managers and social media administrators must check the register prior to posting any images.
- If there is any uncertainty regarding consent, the image must not be posted.



Requirements When Posting Permitted Images

- Images must be age-appropriate, respectful, and consistent with a child-safe sporting environment.
- No identifying personal information (including contact details, addresses, or school names) is to accompany any image of a junior participant.
- Images must depict cricket-related activities only (e.g. training, matches, presentations, awards).
- Adults must never post images of children who are distressed, injured, partially dressed, or in any inappropriate or private setting.

This policy operates in conjunction with the Club's Child Safety, Bullying & Harassment. Code of Conduct policies, and any other relevant policies.

4. Breaches

The Club takes breaches of this policy seriously and will respond promptly and appropriately.

- Complaints may be raised verbally or in writing with a Coach, Team Manager, Committee member, or other designated Club representative.
- Content that breaches this policy may be required to be removed immediately.
- Immediate action may be taken to ensure the safety and wellbeing of those involved.
- Breaches may be addressed by the Club Committee or its delegated representatives.
- Depending on the seriousness of the breach, actions may include verbal warnings, removal from official duties, suspension, bans or further disciplinary action in line with Club policies and applicable league, association or governing body regulations.
- Breaches involving child safety concerns will be treated seriously and may be escalated in accordance with relevant legislation and reporting obligations.

Where an investigation is completed and it is determined a patron ban is the appropriate course of action, this must be approved by the President.

5. References & Definitions

Bonbeach YCW Junior Cricket Club is an affiliated club and is bound by the policies, codes of conduct, and regulations of its relevant governing bodies and associations. This policy operates in conjunction with, and does not replace, any alcohol management, child safety, member protection, or code of conduct policies issued by Cricket Victoria, Cricket Australia, the relevant league or association, or any other applicable governing body. Where there is any inconsistency, the higher standard of policy or requirement will apply.

The following definitions are provided to clarify the meaning of key terms used within this policy and to support its consistent and effective implementation.

- **Social Media:** Any digital platform that allows users to create, post, share, or interact with content or messages. This includes, but is not limited to; Facebook, Instagram, TikTok, YouTube, X (Twitter), WhatsApp, Snapchat, personal blogs, group chats and messaging applications.
- **Official Club Account:** Any social media account created, authorised, or administered on behalf of the Club.
- **Bullying:** Repeated or significant, unreasonable behaviour directed at a person or group that creates a risk to health and safety (physical, verbal, psychological, social, or online), including cyberbullying. It is an inappropriate use of power and may be carried out by one or more people. Not all one-off poor behaviour is bullying, but single incidents may still breach a code of conduct.
- **Harassment:** Unwanted behaviour that a reasonable person would consider offensive, intimidating, humiliating or threatening, including sexual harassment or conduct based on protected characteristics (e.g., race, sex, disability, religion).
- **Victimisation/Vilification:** Treating a person badly for making or intending to make a complaint; or targeting someone with hatred based on a protected characteristic.
- **Cyberbullying:** Bullying or harassment that occurs through digital platforms, including social media, messaging services, emails, or online forums.
- **Official Capacity:** Any role appointed or endorsed by the Club, including Coach, Team Manager, Umpire, Scorer, or volunteer performing a formal function.

6. Responsibilities

Role	Responsibility
Committee	<ul style="list-style-type: none"> • Approval of this policy
Executive Committee	<ul style="list-style-type: none"> • Ensure management of procedural elements, including record keeping • Review the policy • Approval of minor administrative and/or editorial changes • Formal communication to all impacted areas
President	<ul style="list-style-type: none"> • Oversight of policy implementation • Approval of suspensions and bans

7. Approvals & Revisions

Date	Description	Approved By
10/02/26	Social Media Policy Approval	Committee