



# Social Media Policy

## Elsternwick Cricket Club Inc.

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### **Introduction**

This policy aims to promote the responsible use of Social Media at Elsternwick Cricket Club. The policy applies to both club-controlled social media accounts and club related posts on the private accounts of members and supporters.

It is the intention of the policy to ensure that all club related information published should be presented in a way that does not cause offence to any person or organisation.

### **Official Club Social Media**

The Club will utilise various forms of social media including but not limited to the club website, Twitter and Facebook. Other forms of media may be used from time to time, with approval from the Executive Committee.

The Club will not permit prohibited content to be published on any of its official club accounts.

Only official club accounts may use the Club name and logo on the account and related posts.

The Club Media Manager is responsible for providing secure access to all official club accounts, and for ensuring that those people provided access are aware of their responsibilities including the Terms of Use of the relevant social media platform/website, as well as copyright, defamation, contempt of court, discrimination, harassment and other applicable laws, and the Clubs Social Media and Privacy Policies.

### **Members / Supporters Social Media**

Whilst the Executive Committee cannot specifically direct members and supporters as to what they may publish, members and supporters are requested to abide by this policy when posting club related information.

The Club name and logo must not be used on private social media accounts and posts.

### **Prohibited Content**

Social media must not contain content or comments that may bring the club or its members, the VSDCA or cricket generally into disrepute or is in any way harmful to an individual, club, the VSDCA competition or the game.

Specifically, Social Media posts should not be: -

- Discriminatory (by Age, Gender, Race, Religion, Sexual Preference)
- Libellous
- Unlawful
- Obscene
- Threatening
- Abusive

Content that encourages conduct that constitutes a criminal offence should not be published. The list of prohibited content is not exhaustive and there is no substitute for common sense and good management by club officials, members and supporters.



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### **Policy Compliance**

The Club Media Manager, with support from the Executive Committee, is responsible for compliance with this policy.

Key responsibilities of the Media Manager are to: -

- Ensure people posting on the Club accounts are aware of their responsibilities.
- Ensure that social media accounts and posts are actively monitored to ensure that offensive material is dealt with in a timely manner.
- Counsel members and supporters when inappropriate content is published.

### **Policy Non-Compliance**

When it is realised that inappropriate material that relates to the Club has been published, the Media Manager will immediately: -

- Organise or request for the offending post to be removed.
- Hide or unfollow the post / account.
- Reinforce this policy with the originator of the publication.
- Remove the publisher's access to official club social media.
- Issue an apology to affected persons or organisations.

Additionally, the Executive Committee may institute action according to the Grievance Procedure and Expulsion of Members sections of the Club Rules.

It should be noted that any action by the Media Manager or Executive Committee does not preclude action being taken by any other party who may be offended by the nature of the material published, which may include legal action.

### **Policy Promotion**

The Executive Committee will promote the Social Media Policy regularly by: -

- Publishing a copy of the policy on the club website.
- Displaying the policy in the club rooms.
- Communicating the policy to players at each Season Launch.

### **Policy Review**

The Social Media Policy will be reviewed by the Executive Committee annually.

John Dunnachie  
President  
Elsternwick Cricket Club