



SOCIAL MEDIA POLICY

POLICY 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 Eastern Suburbs Cricket Club.

This policy contains Eastern Suburbs Cricket Club guidelines for the Eastern Suburbs Cricket Club community to engage in social media use. It also includes details of breaches of the policy.

This policy is to be adhered to by members of the Senior club. Junior members must adhere to the supporting Juniors Social Media 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.

WHAT IS SOCIAL MEDIA

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)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, 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.

HOW WE USE SOCIAL MEDIA

We add value to customer communication with our active social media presence. With 4 social media accounts (Facebook, Twitter, Instagram and YouTube) and close to 3,000 followers, we are building more meaningful relationships with members, the broader cricket community, commercial partners, communities and other relevant stakeholders.

Over time it is anticipated that the Club will further evolve and/or introduce their social media footprint. At this time, the Club uses the following Social Media and informs and engages with our followers in the following manner:

- Club Website – can be found at www.eastscricket.com.au Our Club website includes a variety of information on the Club including but not limited to: information about our history, club details, events, team selections, club policies, match reports, contact information, links to other Club social media applications etc. The Club endeavors to update this website as events occur and/or match reports and team selections take place.



- Facebook (Public Group) – can be found at **@Eastern Suburbs Cricket Club** Our Club Facebook page now has over 1000 followers and is one of the most visited Club pages in Sydney Premier Cricket. Posts include announcements, links to match reports, player achievements and milestones, commercial partner information and offers, Dolphin TV and general information and stories about past and future events. The Club is mindful about oversaturation on Facebook and the means of retaining followers. Facebook is the main means of providing information about the Club Monday to Friday.
- Facebook (Private Group) – is accessible by being added by the group administration. Group administration is predominantly run by the current Club Captains. Posts on this page are generally in a less formal capacity.
- Twitter – can be found at **@Easts_Dolphins** Our Club Twitter page is now approaching 1300 followers and again is one of the more popular Club Twitter pages in Sydney Premier Cricket
- Instagram - can be found at **@easts_dolphins** Our Club Instagram account is now being utilised predominantly as a social media platform for the Junior club.
- You Tube - can be found at **Easts Cricket Club**, where members can subscribe to see interviews, segments that involve the club or clips from our own channel DolphinTV

WHO DOES THIS POLICY APPLY TO?

This policy applies to all persons who are involved with the activities of the Eastern Suburbs Cricket Club, whether they are in a paid or unpaid/voluntary role and including:

- senior players
- members, including life members of Eastern Suburbs Cricket Club
- persons appointed or elected to Cricket NSW, SEJCA Junior Association boards, committees and sub-committees;
- employees of Eastern Suburbs Cricket Club;
- members of the Eastern Suburbs Cricket Club Management Committee;
- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- coaches and assistant coaches;
- umpires and other officials;
- member associations; and
- parents and spectators.

This policy is applicable when using social media as:

1. an officially designated individual representing Eastern Suburbs Cricket Club on social media; and
2. if you are posting content on social media in relation to Eastern Suburbs Cricket Club that might affect Eastern Suburbs Cricket Club'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 Eastern Suburbs 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 Eastern Suburbs Cricket Club may still be regulated by other policies, rules or regulations of Eastern Suburbs Cricket Club.

USING SOCIAL MEDIA IN AN OFFICIAL CAPACITY

You must be authorised by the Eastern Suburbs Cricket Club Management Committee before engaging in social media as a representative of Eastern Suburbs Cricket Club.

As a part of Eastern Suburbs Cricket Club's, community you are an extension of the Clubs brand.



GUIDELINES

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

a) 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 Eastern Suburbs Cricket Club.

b) 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. Eastern Suburbs 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.

c) Respect confidentiality and sensitivity

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

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

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.



d) *Complying with applicable laws and copyright*

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

It is critical that you comply with the laws governing copyright in relation to material owned by others and Eastern Suburbs Cricket Club'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.

e) *Avoiding controversial issues*

Within the scope of your authorisation by Eastern Suburbs Cricket Club, if you see misrepresentations made about Eastern Suburbs Cricket Club in the media, you may point that out to the relevant authority. 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.

f) *Dealing with mistakes*

If Eastern Suburbs Cricket Club 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 Eastern Suburbs Cricket Club of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

g) *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 role with Eastern Suburbs Cricket Club at risk.

h) *Branding and intellectual property*

Eastern Suburbs Cricket Club's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on Eastern Suburbs Cricket Club official social media sites or website.

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

You must not imply that you are authorised to speak on behalf of Eastern Suburbs Cricket Club unless you have been given express and official authorisation to do so by Eastern Suburbs Cricket Club Management Committee.

A BREACH OF THE SOCIAL MEDIA POLICY

Breaches of this policy include but are not limited to:

- Using Eastern Suburbs 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 Eastern Suburbs Cricket Club's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- 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 Eastern Suburbs 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 Eastern Suburbs 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 to a member of the Clubs Management Committee.

In the event or situation that a member breaches this policy, the matter may be referred to the Eastern Suburbs Judiciary where consideration will be given if a member(s) have breached the Social Media Policy and/or the Eastern Suburbs Code of Conduct.

SUPPORTING DOCUMENTS

This policy doesn't just stop at this document. Other supporting documents that are relevant to the players and members of Eastern Suburbs Cricket Club include:

1. Eastern Suburbs Cricket Club Constitution Clause 16 Disciplining Members

All members of the club are bound and must comply with the club constitution. Failure to do so will result in the Club taking action.

2. Sydney Cricket Association Code of Conduct

All players who play within and are registered with Sydney Grade Cricket are bound by this Code of Conduct. Failure to abide by this code of conduct may result in action being taken by the SCA.

3. Eastern Suburbs Cricket Club Juniors Social Media Policy