



SUNSHINE HEIGHTS CRICKET CLUB

Social Media Code of Conduct and Policy

CODE OF CONDUCT

Sunshine Heights Cricket Club recognises that social media is an important part of the way players, parents/guardians, coaches, officials, administrators and other persons (together, ***participants***) associated with Cricket Victoria (including through its various programs, squads, leagues, tournaments, competitions, activities, offers, and events (together, ***programs***)) communicate.

Sunshine Heights Cricket Club actively encourages members of the SHCC cricket community to participate in social media and share their experiences in cricket.

Sunshine Heights Cricket Club recognises the importance of the internet to improve and increase the flow of information about the organisation and its members, sponsors and key stakeholders.

However as a member of Cricket Victoria we have certain obligations to ensure that we do not bring the integrity and reputation of Cricket Victoria into disrepute we are therefore imposing the following obligations in relation to all social media, as this concept may change over time, including but not limited to interactive electronic forums or online media where people are communicating, posting, participating, sharing, networking or bookmarking.



For the purposes of this code of conduct, social media extends to:

1. electronically communicated material, whether written, photographic, video, audio or otherwise, which is accessible by more than one participant;
2. Facebook, YouTube, Twitter, Snapchat, LinkedIn, Instagram and related or similar domains;
3. blogs, social networking sites, instant messaging, social bookmarking, media sharing and collaborative editing websites;
4. any other forum which might reasonably be classified as social media as that term is generally understood; and
5. any other forum for public comment.

PROHIBITED BEHAVIOUR

When using social media, participants must not:

1. send, display or expose others to content that is obscene, offensive, inappropriate or for an illegal purpose;
2. impersonate or falsely represent any other person, including Cricket Victoria;
3. abuse, harass or threaten any other person, including Cricket Victoria;
4. make defamatory or libellous comments;
5. use obscene, offensive, insulting, provocative, violent or hateful language or images or language or images



- which incite discrimination, hate or violence towards one person or group because of their race, religion, gender, sexuality or nationality;
6. post material that infringes the intellectual property rights of others, including moral rights;
 7. intrude upon the privacy of any representative of Cricket Victoria without the consent of that individual;
 8. misuse Cricket Victoria's or any other person's confidential information;
 9. interfere with the conduct of any event run by Cricket Victoria or with the roles and responsibilities of Cricket Victoria as the peak body for the sport of cricket in Victoria;
 10. violate security measures instituted at or within any Cricket Victoria facility, service or program;
 11. comment in a way that may be construed as harming their own reputation or the reputation of another participant, Cricket Victoria or its members, sponsors, key stakeholders or programs; or
 12. engage in any conduct that, in Cricket Victoria's opinion, restricts or inhibits any other user from using or enjoying Cricket Victoria's programs or social media platforms; and in relation to Cricket Victoria's social media platforms only:
 13. make excessive postings on a particular issue or post multiple versions of the same opinion or information on social media platforms operated by Cricket Victoria;



14. promote commercial interests in social media platforms operated by Cricket Victoria, including any unsolicited or unauthorised advertising, promotional materials, surveys, contests, pyramid schemes, unlawful gambling or gaming activities;
15. without authority, post internet addresses, links to websites, email addresses or other personal information on social media platforms operated by Cricket Victoria; or
16. Use social media in any way which results in the participant breaching, or being involved in a breach of a law, order or regulation (including a foreign law, order or regulation), a mandatory code of conduct or an applicable voluntary code of conduct.

CONSEQUENCES

Cricket Victoria continually monitors online activity in relation to its social media. Cricket Victoria encourages any participant to report alleged or suspected breaches of this code of conduct to Cricket Victoria, and any alleged or suspected use of social media which is likely to harm the reputation of Cricket Victoria, its members, sponsors or key stakeholders.

In circumstances of an alleged or suspected breach of this code of conduct, Cricket Victoria may:

1. investigate the relevant circumstances, including requiring any relevant participant to provide statements or other evidence;



2. make any necessary or appropriate public comment including a correction, clarification, contradiction or apology;
3. issue a formal warning to any participant, members or other party;
4. report any breach of any law to any relevant authority or wronged party;
5. take any disciplinary action available to it under the Cricket Victoria constitution, by-laws, rules or other applicable policy or code of conduct; and/or
6. exercise any of its available rights at law.
7. Cricket Victoria expressly reserves the right to take any action, including dealing directly with social media providers, to remove or otherwise moderate any posted material that it considers is or may be in breach of this code of conduct.



SOCIAL MEDIA POLICY

INTRODUCTION

1. This Social Media Policy outlines Sunshine Heights Cricket Club's expectations of Committee and Members when using social media or making public comments online.
2. Sunshine Heights Cricket Club embraces the use of social media for the promotion, development and delivery of Sunshine Heights Cricket Club's goods and services and is committed to ensuring that social media engagement connected with Sunshine Heights Cricket Club is lawful, professional and respectful.

PURPOSE

1. Social media is an important tool that Sunshine Heights Cricket Club uses to publicise its operations and solicit public support.
2. The purpose of this policy is to encourage Committee, members and volunteers to generate appropriate social media content in connection with Sunshine Heights Cricket Club.
3. It also aims to set expectations and protocols to ensure that social media posts are consistent with the values of Sunshine Heights Cricket Club and that posts made through its social media channels do not damage the Sunshine Heights Cricket Club's reputation.



SCOPE

This policy applies to:

- Committee
- Officers
- Volunteers
- Members

People covered by this policy will be collectively referred to as 'Members'.

Social media includes, but is not limited to, engagement on:

- Twitter
- Facebook
- Instagram
- Pinterest
- Google+
- WordPress/Blogger
- YouTube/Vimeo
- iTunes/Podcasting
- Snapchat
- TikTok
- Reddit
- LinkedIn
- Online chat forums/tools (e.g. WhatsApp, Messenger, WeChat, Viber)
- and any other new forms of social media that may emerge from time to time