



Founded 1962

ALTONA CRICKET CLUB INC.

Social Media Policy

This policy applies to all members, committee, coaches, players, visitors and volunteers of the Altona Cricket Club.

1. PURPOSE

The Altona Cricket Club committee acknowledges that social media tools are efficient and effective methods of communication, however the committee also acknowledges that the use of social media has the potential to impact the club and/or its members in a negative manner.

This policy does not intend to discourage or unduly limit your personal expression or online activities. However you should recognise the potential for damage to be caused (either directly or indirectly) to the Altona Cricket Club (ACC), The Victorian Sub-District Cricket Association (VSDCA) and/or any other associations that ACC are aligned with. Accordingly it is a requirement that all members comply with this policy to ensure that the risk of such damage is minimised.

2. APPLICATION

This policy applies to all members of the ACC Club and is applicable to use of any electronic or social media platform including but not limited to: Facebook, Twitter, Instagram, Email, SMS or via the Club Website.

3. OUR COMMITMENT

Using the internet and electronic communications is essential for communicating with club members and the general public. We are committed to making these communications appropriate and relevant to our interests.

4. WHAT WE WILL DO

Any Club related activities or information regarding competitions, training sessions, social events, committees, policies, constitution, rules and by-laws may be communicated to members via any electronic or social media platform including but not limited to: Facebook, Twitter, Instagram, Email, SMS or via the club website. Further to the above, occasionally we will use these platforms to communicate information relating to local businesses and sponsors who financially support the club.

5. WHAT WE ASK MEMBERS TO DO

When interacting with or representing ACC online, all members are expected to show the requisite level of respect, protection and privacy for all those they interact with. Members must not:

- Post material that is or might be construed as offensive, obscene, defamatory, threatening, discriminatory, hateful, racist, homophobic or sexist.



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- Make statements which are misleading, false or defame the reputation of any members, fellow clubs or associations.
- Bring the ACC, the VSDCA or any other related association into disrepute.
- Offend, intimidate, humiliate or bully any member, club or association.
- Imply that you are authorised to speak on behalf of or as a representative of ACC/ give the impression that the views you express are those of ACC.
- Use the ACC logo or name in any format. This would include for example where a photo includes an ACC logo and is used without the clubs consent.
- Use the identity or likeness of another member of ACC without their permission
- Use or disclose any confidential information or personal information obtained in your capacity as a member of ACC.

6. NON-COMPLIANCE

Under ACC's new stance in relation to social media and this policy, the Committee would like to make it very clear to its members, that **you** are responsible for your statements and actions. Any misuse of a Social Networking site on cricket related matters, which includes (but is not limited to) comments made about our club, its fellow members, the league and finally an opposition player or club, which breaches any of the above will not be tolerated.

Any person who believes that they have been the victims of inappropriate electronic communication should report the matter to any member of the Committee (either in writing or verbally) along with any evidence that may assist the Club in investigating the concern. The Club will undertake to investigate the concern at its discretion.

ACC will continue to monitor the use of its social media services to ensure compliance with this policy. ACC will not be held liable for the acts and omissions of members in breach of this policy. You are personally responsible for the content you publish in a personal capacity on any form of social media platform and individuals will be liable in the event action is brought against the club. Members who fail to comply with this policy may be the subject of disciplinary action as deemed fit by the Committee. In extreme circumstances where a member fails to comply with this policy, he or she may be asked to discontinue their association with ACC.



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7. POLICY REVIEW

This policy will be reviewed annually to ensure it remains relevant to club operations and reflects both community expectations and legal requirements.

SIGNATURES:

Signed: *Jim Sheedy*

Club President

Date: 27/9/2017

Signed: *Christine Howard*

Club Secretary

Date: 27/9/2017

