

# Bankstown Sports Cricket Club

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## GUIDE TO SOCIAL MEDIA

Overview and purpose Social media are changing the way we communicate. This guidance has been developed to inform our Bankstown Sports Cricket Club (BSCC) community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations as per our Codes of Behaviour. We have provided practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved. This guidance assists in establishing a culture of openness, trust and integrity in all online activities related to BSCC. In circumstances where guidance has not been given or is unclear, seek advice from others or refrain from sharing the content to be on the safe side. This guidance supplements the BSCC Codes of Behaviour.

This guidance applies to all persons who are involved with the activities of BSCC, whether they are acting in a voluntary capacity, including:

- members and life members of BSCC
- persons appointed or elected to the BSCC management committee and sub committees;
- support personnel, including managers, sport trainers and others;
- coaches and assistant coaches;
- players;
- parents, guardians, spectators and family members.

Scope Social media refers to any online tools or functions that allow people to communicate and/or share content. This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google, Pinterest, Instagram, 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.)
- Geo-spatial tagging (e.g. Foursquare, etc.) • Online encyclopaedias (e.g. Wikipedia, etc.)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc.)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, 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.

This policy is applicable when using social media as:

1. an officially designated individual representing BSCC on social media; and
2. if you are posting content on social media in relation to BSCC that might affect BSCC's business, services, events, sponsors, members or reputation. Using social media in an official capacity, you must be authorised by the BSCC President or Secretary before engaging in social media as a representative of BSCC.
3. As a part of BSCC community you are an extension of the BSCC brand and it is important that you represent both yourself and BSCC appropriately online at all times. Guidelines for all you must adhere to the following guidelines when using social media related to BSCC or its business, services, competitions, teams, participants, events, sponsors, members or reputation. 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 BSCC. Honesty Your honesty or dishonesty may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. We recommend 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 and use your real name. You should assume that all information posted online can be traced back to you. You are accountable for your actions. Complying with applicable laws. Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content. Discrimination, sexual harassment and bullying. The BSCC community reflect a diverse set of customs, values and points of view. You must not post any material that is offensive, harassing, discriminatory, embarrassing, belittling, intimidating.

Sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate. You should also refrain from posting any information or photos of a sensitive nature. This could include minors, accidents, incidents or controversial behaviour. Remember, when using social media, you are bound by BSCC's Codes of Behaviour. Respect confidentiality and sensitivity. You should not post information when you have been asked not to; you must also remove information about another person if that person asks you to do so. Be considerate to others, this is particularly relevant to publishing any information regarding minors. When using social media, you must maintain the privacy of BSCC's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of BSCC. Confidential information includes unpublished details about BSCC e.g. team, coaching practices, and financial information.

Dated this 27<sup>th</sup> day in March 2020