




<b>Koonung Heights Cricket Club Social Media Policy</b>		Approval Date:	15/7/24
		Review Date:	14/7/25
		Version No:	2
<b>President:</b>	Sign: <u>Warren T Logan</u> <small>Warren T Logan (Nov 11, 2024 13:45 GMT+11)</small>	Warren Logan	
<b>Vice-President:</b>	Sign: 	Matthew Christensen	

## PURPOSE

This policy has been developed to inform the Koonung Heights Cricket Club (KHCC) community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. This policy assists to establish a culture of openness, trust and integrity in all online activities related to KHCC. In circumstances where guidance about social media issues has not been given in this policy, please you use common sense or seek out advice from those who have approved this policy.

## SCOPE

For the purpose of this policy social media refers to any online tools or functions that allow people to communicate and/or share content via the internet 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)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, 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.

This policy is applicable when using social media as:


1. an authorised individual representing KHCC on social media; and
2. if you are posting content on social media in relation to KHCC that might affect KHCC services, events, sponsors, members or reputation.

This policy does not apply to the personal use of social media where it is not related to or there is no reference to KHCC or its competitions, teams, participants, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to KHCC may still be regulated by other policies, rules or regulations of KHCC.

## COVERAGE

This policy applies to all persons who are involved with the activities of KHCC, whether they are in a paid or unpaid/voluntary capacity and including members, life members, Committee members, coaches, assistant coaches and team managers, officials, member associations, players and families.



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## POLICY BREACHES

Breaches of this policy include but are not limited to:

1. Using KHCC's name, motto, crest and/or logo in a way that would result in a negative impact for the club and/or its members and other stakeholders.
2. Posting or sharing any content:
  - that is abusive, harassing, threatening, demeaning, defamatory or libellous.
  - that includes insulting, obscene, offensive, provocative or hateful language.
  - which if said in person during the playing of the game would result in a breach of the rules of the game.
  - in breach of KHCC's code of conduct.
  - that is a breach of any state or Commonwealth law.
  - to our social media channels that infringes the intellectual property rights of others.
  - that brings, or risks bringing KHCC, 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

If you notice inappropriate or unlawful content online relating to KHCC 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 the approvers of this policy.


## DISCIPLINARY PROCESS

Club Officials and members of KHCC who breach this policy may face disciplinary action up to and including termination of their membership in accordance with Cricket Victoria 2022 Member Protection Policy or any other relevant policy.

In circumstances of a breach or suspected breach of this policy, KHCC may:

1. Make a necessary public comment such as a correction, clarification, contradiction or apology;
2. Issue a formal warning;
3. Report any breach of any law to any local authority or wronged party;



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4. Take any disciplinary action available to it under the Cricket Victoria Member Protection Policy and the Rules of the BHRDCA where appropriate; or
5. Exercise any of its available rights at law.

KHCC expressly reserves the right to take any action, including dealing directly with Social Media providers, to remove any posted material that it considers to be in breach of this Policy.