



Maitland & District Cricket Association – Social Media Policy

Maitland & District Cricket Association Incorporated

31 August 2020

Title:	Maitland and District Cricket Association Inc. – Social Policy
Subject:	MDCA Social Policy
Available to:	Non-restricted
Publication date:	31 August 2020
Version no:	1.0. (31/08/2020)
Review date:	August 2021
Copyright:	Copyright of this document is vested in the Maitland and District Cricket Association © 2020

Caveat

This document remains the property of the Maitland and District Cricket Association. Its contents must not be copied or disseminated to any person, other than to a member or affiliate of the Maitland District Cricket Association, without the approval of the Executive, Maitland and District Cricket Association.

CONTENTS

1.	DEFINITIONS	1
2.	THE POLICY	2
3.	PURPOSE	2
4.	SCOPE.....	2
5.	RELATED DOCUMENTS	2
6.	WHAT IS SOCIAL MEDIA	3
7.	GUIDELINES	3
8.	MDCA COMMITMENT	5
9.	BREACH OF THE SOCIAL MEDIA POLICY.....	7
10.	REPORTING A BREACH	7
11.	INVESTIGATION	7
12.	DISCIPLINARY PROCESS	7
13.	APPEALS	8
14.	SUPPORTING DOCUMENTS.....	8
15.	INDEMNITY.....	8

1. DEFINITIONS

In this Policy:

Board means the Board of Management (Executive) of the MDCA.

District Club or Club means the following cricket clubs:

Bowthorne Cricket Club, City United Cricket Club, Eastern Suburbs Cricket Club, Fred Harvey Memorial Cricket Club, Hinton Cricket Club, Kurri Kurri Kookaburras Cricket Club, Kurri Weston, Lakeside Village Panthers, Lochinvar Cricket Club, Northern Suburbs Cricket Club, Old Victoria Cricket Club, Paterson Cricket Club, Port Stephens Cricket Club, Raworth Rabbitohs Cricket Club, Raymond Terrace District Cricket Club, Rutherford Hotel Cricket Club, Seaham District Cricket Club, South Maitland Railway Cricket Club, Tarro Cricket Club, Tenambit Morpeth Cricket Club, The Belmore Hotel Cricket Club, Thornton Park District Cricket Club, Thornton Park District Cricket Club, Tilligerry Cricket Club, Western Suburbs Cricket Club.

District Cricket means cricket matches and competitions played under the control and jurisdiction of the association.

MDCA is the Maitland and District Cricket Association Incorporated.

Participant means any player, umpire, scorer, coach, manager or other person involved in the club/team.

Player means an individual who is registered by a club with the association to play district cricket.

Policy in this document means the Maitland and District Cricket Association Social Media Policy.

2. THE POLICY

This Policy relates to the use of social media and forms part of the Maitland and District Cricket Association By-Laws, inclusive of the MDCA Code of Conduct.

3. PURPOSE

- 3.1. Social media is changing the way we communicate. With this in mind the Maitland and District Cricket Association has developed the following policy 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.
- 3.2. This policy assists to establish a culture of openness, trust and integrity in all online activities related to the Maitland and District Cricket Association.
- 3.3. This policy contains Maitland and District Cricket Association guidelines for the MDCA community to engage in social media use. It also includes details of breaches of the policy.
- 3.4. This policy is to be adhered to by all MDCA participants, Clubs and their Officials.
- 3.5. 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. The MDCA considers it important to pursue best practice in prevention and management of air quality issues whilst participating in MDCA sanctioned competitions and training sessions.

4. SCOPE

The MDCA Social Media Policy applies all persons who are involved with the activities of the Maitland and District Cricket Association, whether they are in a paid or unpaid/voluntary role and includes:

- Players,
- Members, including life members of Maitland and District Cricket Association
- Persons appointed or elected to Maitland and District Cricket Association boards, committees and sub-committees;
- Members of the Maitland and District Cricket Association Management Board;
- Player support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- Coaches and assistant coaches;
- Umpires and other officials;
- Member associations/Clubs; and
- Parents and spectators.

5. RELATED DOCUMENTS

This policy has been adapted from the Cricket Australia guidelines for Community Cricket (Social Media) – Play by the rules – Social Media Template.

6. 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.

7. GUIDELINES

7.1. You must adhere to the following guidelines when using social media related to the Maitland & District Cricket Association or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

7.1.1. 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 Maitland and District Cricket Association.

7.1.2. 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. Maitland and District Cricket Association 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.

7.1.3. Respect Confidentiality and Sensitivity

When using social media, you must maintain the privacy of Maitland and District Cricket Association confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Maitland and District Cricket Association.

Remember, if you are online, you are on the record and much of the content posted online is public and searchable.

Within the scope of your authorisation by Maitland and District Cricket Association, it is perfectly acceptable to talk about Maitland and District Cricket Association and have a dialogue with the community, but it is not okay to publish confidential information of Maitland and District Cricket Association. 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.

7.1.4. 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 Maitland and District Cricket Association'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.

7.1.5. Discrimination, Sexual Harassment and Bullying

The public in general, and Maitland and District Cricket Association's members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you are also be bound by Maitland and District Cricket Association's Code of Conduct.

7.1.6. Avoiding Controversial Issues

Within the scope of your authorisation by Maitland and District Cricket Association, if you see misrepresentations made about Maitland and District Cricket Association 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.

7.1.7. Dealing with mistakes

If Maitland and District Cricket Association 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 Maitland and District Cricket Association 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

7.1.8. 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 Maitland and District Cricket Association at risk.

7.1.9. Branding and intellectual property

Maitland and District Cricket Association’s intellectual property includes but is not limited to:

- Trademarks
- Logos
- Slogans
- Imagery which has been posted on Maitland and District Cricket Association official social media sites or website.

You must not create either an official or unofficial Maitland and District Cricket Association presence using the organisation’s trademarks or name without prior approval from Maitland and District Cricket Association.

You must not imply that you are authorised to speak on behalf of Maitland and District Cricket Association unless you have been given express and official authorisation to do so by Maitland and District Cricket Association Board.

8. MDCA COMMITMENT

8.1. Electronic communication is essential for sharing MDCA news and information with our members.

8.2. Our communication will be timely, appropriate and related to MDCA business. Our websites will include current information on competitions, social events, committees, policies, constitution, rules and by-laws.

- We will seek feedback from members to improve the information available on the site.
- We will treat all social media postings, blogs, status updates and tweets as public ‘comment’.

- Postings (written, photos or videos) will be family-friendly and feature positive club news and events.
 - No personal information about our members will be disclosed.
 - No statements will be made that are misleading, false or likely to injure a person's reputation.
 - Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.
- 8.3. A webmaster will be appointed to provide accountability and control over material published on the MDCA website and any related discussion groups or social media websites, such as Facebook, YouTube or Twitter.
- Offending posts will be removed and those responsible will be blocked from the site
 - No statements will be made that might bring MDCA into disrepute.
 - No offensive content or photos will be published.
 - We expect our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the MDCA.
- 8.4. Committee members, coaches and team managers may use SMS and email to provide information about competition, training, and other MDCA business, however:
- SMS messages should be short and about MDCA matters
 - Email communication will be used when more information is required
 - Communication involving children will be directed through their parents.
- 8.5. Electronic communication:
- should be restricted to MDCA matters
 - must not offend, intimidate, humiliate or bully another person
 - must not be misleading, false or injure the reputation of another person
 - should respect and maintain the privacy of members
 - must not bring the MDCA into disrepute.
- 8.6. Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member.
- 8.7. Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.
- 8.8. In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

9. BREACH OF THE SOCIAL MEDIA POLICY

9.1. Breaches of this Policy include, but are not limited to:

- Using Maitland and District Cricket Association’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 Maitland and District Cricket Association’s antidiscrimination, 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 Maitland and District Cricket Association, 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.

10. REPORTING A BREACH

10.1. If you notice inappropriate or unlawful content online relating to Maitland and District Cricket Association 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 Secretary of the MDCA Board.

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

11. INVESTIGATION

Alleged breaches of this social media policy may be investigated according to procedures contained within the Maitland and District Cricket Association - Code of Conduct.

Where it is considered necessary, the Maitland and District Cricket Association may report a breach of this social media policy to police.

12. DISCIPLINARY PROCESS

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the disciplinary procedure contained within the Maitland and District Cricket Association - Code of Conduct.

13. APPEALS

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under the process detailed within the Maitland and District Cricket Association - Code of Conduct.

14. SUPPORTING DOCUMENTS

Other supporting documents that are relevant to the players and members of the Maitland and District Cricket Association include:

1. *Maitland and District Cricket Association - Constitution Clause 12 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. *Maitland and District Cricket Association - Code of Conduct*
All players who play within and are registered with MDCA Cricket are bound by this Code of Conduct. Failure to abide by this code of conduct may result in action being taken by the MDCA.

15. INDEMNITY

In all matters relating to the conduct of the sport of cricket as conducted by affiliated clubs the Board shall be the Final arbiter and the Boards decision shall be Final. This shall include but not be limited to the conduct of competitions, the determining of rules, the maintaining of discipline and the determination of actions offensive to the sport of cricket, and in this regard it shall be bound only by the rules of natural justice and act in the best interests of the Sport of Cricket.

The MDCA, is indemnified from and against all liabilities, obligations, losses, damages, suits and expenses which may be incurred by or asserted against their capacity, provided that such indemnity shall not extend to those liabilities, obligations, losses, damages, suits and expenses which have been incurred as a result of any negligence, fraud or wilful misconduct.