

# Diamond Valley Cricket Association

## Social Media Policy



### Code of Conduct

The Diamond Valley Cricket Association (DVCA) recognises that the use of social media is an important method of communication for members, clubs and the association. The DVCA encourages members to responsibly participate in social media and share their experiences in cricket. We recognise the importance of the internet and other social platforms to improve and increase the flow of information, shaping public thinking about our organisation, members, sponsors and stakeholders

However, the DVCA's public reputation is valuable, as are the reputations of its affiliates, members, sponsors and stakeholders, and as such the DVCA expressly prohibits any communication on social media that is defamatory, obscene, proprietary, and misrepresentative of the DVCA, the Victorian Metropolitan Cricket Union (VMCU) and Cricket Victoria, or for commercial purposes.

Social media is a broad and changing concept. It generally refers to interactive electronic forums or online media where people are communicating, posting, participating, sharing, networking or bookmarking. For the purposes of this policy, social media extends to:

- Facebook, Instagram, Twitter, YouTube, MySpace, LinkedIn, Wikipedia, Flickr, Snapchat and other related domains;
- Electronically communicated material, whether written, photographic, video or audio, which is accessible by more than the member alone;
- Blogs, social networking sites, instant messaging, social bookmarking, media sharing and collaborative editing websites;
- Online forums (such as Big Cricket);
- Any other forum which might reasonably be classified as social media as that term is generally understood; and
- Any other forum for public comment.

The purpose of this policy is to provide an outline of the requirements to be observed by club personnel, players & it's members in the management of their website and all social media sites.

### DVCA Executive Responsibilities

Whilst the Executive cannot specifically direct Clubs on what they may or may not present on their club website or social media, the Executive has nevertheless determined that where it is aware of any offensive material being published that is offensive to any person of the DVCA, the club & person who placed the comment will be held accountable and will be required to provide an explanation explaining the circumstances as to why the material has been published.

The Executive has also determined that it may decide in the event of an inadequate explanation to impose penalties of either a financial nature, suspension of person/s or player/s involved or even loss of match points depending on the particular circumstances.

It should also be noted that any action by the Executive does not preclude action being taken by any other party who may be offended by the particular nature of the material published, which may include legal action. Additionally, the Executive will on receipt of a complaint or upon becoming aware of offensive material, seek to initiate action to obtain an explanation and to impose such penalty or penalties as it deems appropriate, apart from any other action that the complainant may undertake. Any material deemed to have breached these guidelines must be immediately removed.

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### Prohibitions

When using social media, a person must not:

- a) Abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose;
- b) Impersonate or falsely represent any other person or cricket entity, including the DVCA, VMCU, Cricket Victoria or another affiliate;
- c) Abuse, harass or threaten any other person or entity, including the DVCA, VMCU, Cricket Victoria or another member;
- d) Racially abuse any person or entity;
- e) Show any gender bias towards any person or entity;
- f) Be seen to be bullying any person or entity, including the DVCA, VMCU, Cricket Victoria or another member;
- g) Make defamatory or libellous comments;
- h) Use obscene, offensive, insulting, provocative or hateful language;
- i) Post material that infringes the intellectual property rights of others;
- j) Intrude upon the privacy of other members of the DVCA, without the consent of such members;
- k) Interfere with the conduct of any event run by the DVCA or with the role and responsibilities of the DVCA in conducting such events as a representative of the VMCU or Cricket Victoria;
- l) Violate security measures instituted at any facility of the DVCA or its affiliates;
- m) Comment in a way that may be construed as harming the reputation of him or herself, another member, the DVCA, VMCU and Cricket Victoria, including its sponsors and stakeholders;
- n) Make excessive postings on a particular issue or post multiple versions of the same opinion or information on social media platforms operated by the DVCA;
- o) Promote commercial interests in social media platforms operated by the DVCA, VMCU or Cricket Victoria; or
- p) Without authority, post internet addresses, links to websites, email addresses or other personal information on social media platforms operated by the DVCA;
- q) Breach any expectations or requirements as outlined in Cricket Victoria's Annual Child Safe & Member Protection Declaration, which has been adopted and endorsed by the DVCA.

### Consequences

The DVCA monitors online activity in relation to the social media of the DVCA and its affiliates. It encourages Members to report detected breaches or suspected breaches of this Policy to the DVCA, and any use of social media which is likely to harm the DVCA's reputation.

In circumstances of a breach or suspected breach of this Code of Conduct, the DVCA may:

- a) Make a necessary public comment such as a correction, clarification, contradiction or apology;
- b) Issue a formal warning;
- c) Report any breach of any law to any local authority or wronged party;
- d) Suspend any guilty person found guilty of any breach;
- e) Impose monetary fines to the club and/or person found guilty of any breach;
- f) Loss of match points;
- g) Take any disciplinary action available to it under the Cricket Victoria Member Protection Policy and the Rules of the DVCA; or
- h) Exercise any of its available rights at law.

The DVCA 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. Any breach of this policy will be handled in the same manner as our current tribunal system.