

# The University of Queensland Cricket Club

## Social Media Policy



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### PURPOSE AND OBJECTIVES

This policy has been developed to inform our members 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.

UQCC actively encourages members to participate in social media and share their experiences in cricket and recognises the importance of the internet to improve and increase the flow of information, to members, sponsors and other stakeholders. Accordingly, UQCC will look to develop and maintain its own social media presence through which it hopes to deliver content to its members and the public to develop and increase opportunities and promote the game of cricket.

However, UQCC's public reputation is valuable and so are the reputations of its members, sponsors and stakeholders, so UQCC prohibits any communication on social media that is defamatory, obscene, proprietary, and misrepresentative of UQCC and the game of cricket.

### WHAT IS SOCIAL MEDIA

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, and/or networking. For the purposes of this policy social media extends 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)
- Geo-spatial tagging (e.g. Foursquare, 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.

## **SOCIAL MEDIA USE**

UQCC intends this policy to be applicable when using social media as:

1. An officially designated individual representing the club on social media, whether that is on the UQCC operated social media accounts, or their own; and
2. If you are posting content on social media in relation to UQCC that might affect the club's business, products, services, events, sponsors, affiliations and/or members reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to, or is cannot be reasonably seen as related to UQCC or its business, teams, members, products, services, events, sponsors, affiliations, members or reputation.

### **Use of Social Media in an official capacity:**

You must be authorized by UQCC before engaging in social media as a representative of the club. Contact the Operations Manager and/or Club Administrator for more information.

As a part of the UQCC community, all members are considered an extension of the UQCC 'brand'. As such, boundaries between when you are representing yourself and when you are representing UQCC can at times be blurred. This is particularly important for those members who also hold other roles at the club, i.e. coaching. It is therefore important that you represent both yourself and UQCC appropriate online at all times.

### **Social Media and Junior Members (Children, under 18):**

UQCC discourages all coaching staff members from engaging with junior club members (under 18 years of age) via personal social media platforms or messaging services. If social media or private messaging needs to be used to communicate relevant club information, UQCC expects that communication go to parents or guardians social media accounts.

Personal information, photographs and/or video of junior members will not be disseminated on UQCC operated social media without prior consent from all relevant parents or guardians. UQCC expects that no member of the club would share or comment personal information, photographs and/or video of junior members to social media without the appropriate consent from parents or guardians.

Any inappropriate or illegal conduct on social media pertaining to children/under 18s is not acceptable. In instances where UQCC becomes aware of such activity it will be dealt with immediately and where appropriate the police will be involved.

Members should refer to the club's Code of Conduct and Member Protection policies to see more information relating to appropriate conduct relating to children / young people. Alternatively you can contact the Operations Manager and/or Club Administrator to discuss further, or gain access to further information of training materials.

## **GUIDELINES**

UQCC expects all members to adhere to the following guidelines when using social media related to UQCC or its business, products, services, teams, participants, events, sponsors, affiliations, 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 UQCC.

### **Protecting your privacy:**

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

### **Discrimination, sexual harassment and bullying:**

The public in general, and UQCC's employees and 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 UQCC's Code of Conduct and Member Protection policies.

### **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. UQCC 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 should disclose that affiliation.

**Reasonable use:**

If you are an employee of UQCC, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

**Respect confidentiality and sensitivity:**

When using social media, you must maintain the privacy of UQCC’s confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of the club.

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

Within the scope of your authorisation by UQCC, it is perfectly acceptable to talk about UQCC and have a dialogue with the community, but it is not okay to publish confidential information of UQCC or its members, sponsors, affiliations or other stakeholders.

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.

**Gaining permission when publishing a person’s identifiable image:**

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

**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.

**Abiding by copyright laws:**

It is critical that you comply with the laws governing copyright in relation to material owned by others and UQCC’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.

**Avoiding controversial issues:**

Within the scope of your authorisation by UQCC, if you see misrepresentations made about UQCC in the media, you may point that out to the Operations Manager and/or Club Administrator. 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.

**Dealing with mistakes:**

Where UQCC makes an error while posting on social media, we will endeavour be up front about the mistake and address it quickly. Where someone accuses UQCC of posting something improper, we will address it promptly and appropriately and where necessary, remove the post or comment.

**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 club membership or employment at the club at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

**Branding and intellectual property of UQCC:**

You must not use any of UQCC's intellectual property or imagery on your personal social media without prior approval from the club.

UQCC's intellectual property includes but is not limited to:

- UQCC and Blues Academy logos; and
- imagery which has been posted on UQCC official social media sites or website.

You must not create either an official or unofficial UQCC presence using the organisation's trademarks or name without prior approval from UQCC.

You must not imply that you are authorised to speak on behalf of UQCC unless you have been given official authorisation to do. Where permission has been granted to create or administer an official social media presence for UQCC, you must adhere to the UQCC Guidelines.

**POLICY BREACHES**

Breaches of this policy include but are not limited to:

- Using UQCC's name, crest and/or logos in a way that would result in a negative impact for the 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 UQCC’s Member Protection 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 UQCC, 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 a breach:**

If you notice inappropriate or unlawful content online relating to UQCC 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 Operations Manager and/or Club Administrator.

**Disciplinary process, consequences and appeals:**

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the UQCC’s Member Protection Policy.

Employees of UQCC who breach this policy may face disciplinary action up to and including termination of employment.

**COMPLAINTS**

If any players have complaints or would like to discuss their selection they are encouraged to contact their coach and/or the Director of Cricket. UQCC takes all complaints seriously will investigate all complaints in a confidential manner. Complainants will be informed of the outcome of the investigation within a reasonable period of time. If you would like to make a complaint, please refer to the Complaints Policy, and submit your complaint in writing, to [admin@uqcricket.com.au](mailto:admin@uqcricket.com.au).