



Social Media Policy & Guidelines

Golden Point Cricket Club Inc. Formed 1910

Policy Statement

Social media is an important tool for sporting, social and community engagement, and the Golden Point Cricket Club (GPCC) embraces the use of social media and networking sites by its members and associates to connect with each other and the broader cricket community. Nevertheless social media can be used in ways that the club considers inappropriate. GPCC wishes to avoid inappropriate social media practices and promote its positive and respectful use.

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. In the context of this policy and associated guidelines it refers to:

- Electronically communicated material, whether written, photographic, video or audio, that is accessible by more than one member or associate.
- Platforms and sites including Facebook, YouTube, twitter, MySpace, LinkedIn, Wikipedia, Flickr, blogs, instant messaging, media sharing, social bookmarking and collaborative editing sites.
- Any other forum that might reasonably be classified as social media as the term is generally used and understood.

This policy and associated guidelines have been developed to protect the integrity of the club and its members. The guidelines provide a clear statement of expectations regarding references to GPCC, or its members and affiliates, as part of social media and networking activities. The policy and associated guidelines apply to all members and associates of the club, and to all social media platforms, including sites maintained and operated by GPCC and sites and/or profiles used and maintained by individuals.

The Golden Point Cricket Club Executive and Committee of 2018/2019 endorse and support this policy statement and the associated guideline.

Tim Gawne

President, Golden Point C.C.





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Guidelines

1. Recognise that you are responsible under law for anything you write or present online.
2. Be respectful of all other users. Do not engage in behaviour that is derogatory, defamatory, inflammatory, abusive, sexually or racially vilifying, libellous, threatening, bullying, hateful, disrespectful or illegal.
3. Do not impersonate or falsely represent another person.
4. Do not make statements or comments that will reflect badly on GPCC or its reputation in the cricket community.
5. Do not post photos or images of members or associates acting in a way that brings GPCC into disrepute.
6. Do not convey the impression that you speak on behalf of GPCC unless you have been authorised by the committee to do so.
7. Do not use the GPCC logo or other identifying information to give the impression that you have authority to represent the club unless you have permission to do so.
8. You should not post information which is confidential to GPCC operations or which could provide a competitive advantage to other clubs.
9. Do not use social media to raise any complaints or concerns regarding GPCC, or its members or associates. We have a dispute resolution procedure for this purpose.
10. If you notice a posting by a GPCC member or affiliate which breaches these guidelines, or if you notice comments made by others which reflect badly on the club or its members, you should bring it to the attention of the GPCC Secretary or other member of the executive without delay.
11. Responding to inappropriate comments or posts may inflame the situation. Think carefully before responding to material that you consider breaches these guidelines.

