



Social Media Policy

In this Social Media Policy, the expressions "Kenmore Cricket", "Kenmore Junior Cricket", "Kenmore", "club", "we", "us", "committee" and "our" are a reference to the Kenmore Cricket Club Inc ABN 38 501 145 840. "Member" means any player, parent, coach, official or volunteer.

Purpose

The Kenmore Cricket Club Committee acknowledges that social media tools are efficient and effective methods of communication, however the committee also acknowledge the use of social media has the potential to impact the club and/or its members in a negative manner.

This policy does not intend to discourage or unduly limit your personal expression or online activities. However you should recognise the potential for damage to be caused (either directly or indirectly) to the Kenmore Cricket Club (KCC). Accordingly, it is requested that all members comply with this policy to ensure that the risk of such damage is minimised.

Our Commitment

Using the internet and electronic communications is essential for communicating with club members and the general public. We are committed to making these communications appropriate and relevant to our interests.

What we will do

Any club related activities or information regarding competitions, training sessions, social events, committees, policies, constitution, rules and by-laws may be communicated to members via any of the following platforms: Facebook, Email, SMS or via the club website.

Further to the above, occasionally we will use these platforms to communicate information relating to local businesses and sponsors who financially support the club.

What we ask members to do

When interacting with or representing KCC online, all members are expected to:

- show the requisite level of respect, protection and privacy for all those they interact with, and
- behave in a manner in accordance with and comply with the [Laws and Spirit of Cricket](#).

Members must not:

- Post material that is or might be construed as offensive, obscene, defamatory, threatening, discriminatory, hateful, racist, homophobic or sexist.
- Make statements which are misleading, false or defame the reputation of any members, fellow clubs or associations.
- Bring the KCC into disrepute.
- Offend, intimidate, humiliate or bully any member, club or association.
- Imply that you are authorised to speak on behalf of or as a representative of KCC.
- Give the impression that the views you express are those of KCC.
- Use the KCC logo or name in any format. This would include for example where a photo includes a KCC logo and is used without the clubs consent.
- Use the identity, photo or likeness of another member or spectator without their permission.
- Use or disclose any confidential information or personal information obtained in your capacity as a member of KCC.
- Interact with any KCC Social Media platforms if under the age of 13 unless under the supervision of a parent or guardian.

Non Compliance

Under KCC's stance in relation to social media and this policy, the Committee would like to make it very clear to its members, that you are responsible for your statements and actions. Any misuse of a Social Networking site on cricket related matters, which includes (but is not limited to) comments made about our club, its fellow members, and an opposition player or club, which breaches any of the above will not be tolerated.

Any person who believes that they have been the victims of inappropriate electronic communication should report the matter to the Club Secretary (either in writing or verbally) along with any evidence that may assist the Club in investigating the concern. The Club will undertake to investigate the concern at its discretion.

KCC will continue to monitor the use of its social media services to ensure compliance with this policy. KCC will not be held liable for the acts and omissions of members in breach of this policy. You are personally responsible for the content you publish in a personal capacity on any form of social media platform and individuals will be liable in the event action is brought against the Club. Members who fail to comply with this policy may be the subject of disciplinary action as deemed fit by the Committee. In extreme circumstances where a member fails to comply with this policy, he or she may be asked to discontinue their association with KCC.

The Committee
Kenmore Cricket Club
July 2014