



CCDCC Social Media Policy

Purpose

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member of the CCDCC, The CCDCC recognises the benefits of social media as an important tool of engagement and enrichment for our members.

It is important that the reputation of the Ghosts is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the CCDCC.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by CCDCC members that makes no reference to CCDCC or related issues.

Guiding Principles

The web is not anonymous. CCDCC Members should assume that everything they write can be traced back to them.

Due to the unique nature of the CCDCC, the boundaries between a CCDCC Member's profession, volunteer time and social life can often be blurred. It is therefore essential that staff and Members make a clear distinction between what they do, think or say in their capacity as a staff member or Member of the CCDCC. The CCDCC considers all staff members and Members of the organisation as its representatives.

When using the internet for professional or personal pursuits, all staff and Members must respect the CCDCC, all Association Members and Cricket Clubs, other staff and Members and anybody else involved in our sport and follow the guidelines in place to ensure that sport's intellectual property or its relationships with sponsors and stakeholders is not compromised or the organisation is brought into disrepute.

Usage

For CCDCC Members and staff using social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content – this also applies to the use of illustrations or nicknames;
- Must not comment on, or publish information that is confidential in anyway;
- Must not bring the organisation or the sport into disrepute; or
- Must not otherwise be in breach of the SCA Code of Conduct.

Consideration towards others when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. CCDCC Members must recognise that it may not be appropriate to share photographs, videos and comments in this way.

For example, there may be an expectation that photographs taken at private CCDCC events, or in dressing rooms will not appear publicly on the Internet. In certain situations, CCDCC Members could potentially breach the Privacy Act.

CCDCC Members or staff should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person should they be asked to do so.

Under no circumstance should offensive comments be made about the CCDCC, staff and CCDCC Members online.