

PENRITH JUNIOR CRICKET ASSOCIATION SOCIAL MEDIA POLICY

Policy overview and purpose

Social media is changing the way we communicate. The **Penrith Junior Cricket Association** recognises that social media is a vital communication tool and its primary function is to distribute information to the cricket community.

This policy has been developed to inform our community 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.

This policy assists to establish a culture of transparency, trust and integrity in all online activities related to **Penrith Junior Cricket Association**.

This policy contains **Penrith Junior Cricket Association's** guidelines for the **Penrith Junior Cricket Association's** community to engage in social media use. It also includes details of breaches of the policy.

The Executive Committee of the **Penrith Junior Cricket Association** is responsible for all matters related to this policy.

Coverage

This policy applies to all persons who are involved with the activities of **Penrith Junior Cricket Association**, whether they are in a paid or unpaid / voluntary capacity and including:

- members, including life members of **Penrith Junior Cricket Association**
- persons appointed or elected to **Penrith Junior Cricket Association** Executive Committee and sub-committees
- coaches, assistant coaches and managers
- players
- umpires and other officials
- member associations
- affiliated clubs and associated organisations
- volunteers, spectators and family members

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

- This social media policy applies to platforms including, but not limited to: Social networking sites (e.g. Facebook, Twitter, LinkedIn, Pinterest, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Instagram, Flickr, TikTok etc)
- Instant messaging (e.g. email, SMS, Skype, Snapchat, WhatsApp, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Any other online technologies that allow individual users to upload and share content

Guidelines

- All comments should be family friendly and feature positive news. Treat others as you would like to be treated
- All members of our community who participate online are to do so in a respectful manner that protects and promotes all participants, your club and **Penrith Junior Cricket Association**
- Never use a public forum or social media outlet to criticise another participant. When disagreeing with the opinion of others keep it appropriate, respectful and polite
- Abusive, insulting, hateful, discriminatory, intimidating, threatening or offensive statements will not be tolerated and any such communication or online contact should be reported to the **Penrith Junior Cricket Association** Executive Committee
- Swearing, profanity and comments based on religion, politics, gender, sexuality or race will not be tolerated. The public in general, and **Penrith Junior Cricket Association's** members, reflect a diverse set of customs, values and points of view
- Commenting or sharing material that brings, or risks bringing **Penrith Junior Cricket Association**, its affiliates, the game of cricket, its officials, members or sponsors into disrepute could put your membership with **Penrith Junior Cricket Association** at risk
- Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership with **Penrith Junior Cricket Association** at risk

Reporting a Breach

If you notice inappropriate or unlawful content online relating to **Penrith Junior Cricket Association** or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Alleged breaches of this social media policy may be investigated according to **Penrith Junior Cricket Association's** and affiliates policies:

- **Penrith Junior Cricket Association** - Conduct of Games & Playing Conditions
- NSW Codes of Behaviour
- Australian Cricket's Policy for Safeguarding Children and Young People
- Australian Cricket's Code of Behaviour for Affiliated Associations and Clubs
- **Penrith Junior Cricket Association** Representative Players Manual 2019/2020

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 **Penrith Junior Cricket Association's** Constitution and Rules. Where it is considered necessary, **Penrith Junior Cricket Association** Executive Committee may report a breach of this social media policy to the NSW Police.

PENRITH
JUNIOR CRICKET