



## **WMDCA social media policy**

### **Summary:**

Social media platforms and messaging applications such as, but not limited to, Facebook, YouTube, Snapchat, Instagram and others are a useful way for keeping in touch with friends, family and club members, and are also a great way to exchange information.

However, members must not forget that what they post on social media may be seen across these networks and are reminded that they must not bring the Warrnambool Moynel & District Cricket Association (WMDCA) or cricket in general into disrepute or cause any distress to any other member.

The WMDCA recognises that some members will make use of social media and messaging in their own time, using their own equipment. Whilst there is no intention to restrict any proper and sensible exercise of the individual's rights and freedoms, it is expected that all members will conduct themselves in such a way as to avoid bringing the WMDCA or cricket in general into disrepute or compromising its effectiveness.

This policy has been prepared to protect the privacy, confidentiality and interests of the WMDCA. It explicitly covers both public social media - i.e. comments made in a public forum - and those made privately to other members through both social media applications and text messaging. The Victorian Child Safe Standards policy also applies. Any breach of this policy through the lens of social media (relating to people involved or associated with the WMDCA) will constitute a breach of this policy.

### **Purpose:**

The purpose of this policy is to provide guidelines for the appropriate use of social media and messaging by members of the Warrnambool Moynel & District Cricket Association (WMDCA).

### **Scope:**

This policy applies to all people associated with the WDCa, including but not limited to players, coaches, umpires, scorers and administrators.

### **Policy:**

***Respectful communication:*** All communication on social media and messaging platforms should be respectful, courteous, and professional. Members should refrain from using abusive, offensive, or discriminatory language or engaging in personal attacks or harassment.

This includes any language or innuendo which makes another member uncomfortable or causes distress.

The WMDCA executive committee reserves the right to determine what constitutes a breach of this point.

**Confidentiality:** Members should not disclose confidential or sensitive information related to the WDCa or its operations on social media or messaging platforms. This includes information related to disciplinary matters, or financial information.

**Endorsements:** Members should not use the WMDCA's name or logo to endorse products, services, or political views without prior permission from the WMDCA executive committee.

**Privacy:** Members should respect the privacy of others on social media and messaging platforms. Members should not share personal information about others without their consent.

**Personal views:** Members should make it clear that any views expressed on social media or messaging platforms are their own and not representative of the WDCa or its executive committee.

**Brand reputation:** Members should be mindful of how their actions and communication on social media and messaging platforms reflect on the WMDCA's brand reputation. Members should avoid engaging in conduct that could damage the WMDCA's reputation or bring it into disrepute.

#### **Enforcement:**

Any member found to be in breach of this policy may be subject to disciplinary action, including but not limited to suspension or expulsion from the WMDCA. A monetary fine may also be considered. The WMDCA executive committee will be responsible for enforcing this policy and determining an outcome for any potential breach.

#### **Conclusion:**

By following this policy, members of the WMDCA can use social media and messaging platforms in a responsible and respectful manner that upholds the values and reputation of the association.

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