



Burnside Springs United Cricket Club

SOCIAL MEDIA POLICY

Code of Conduct

1. The Burnside Springs United Cricket Club here on in referred to as BSUCC recognises that social media is an important part of the way members communicate. The BSUCC Board actively encourages members to participate in social media and share their experiences in cricket. It also recognises the importance of the internet to improve and increase the flow of information, shaping public thinking about our association, members, sponsors and stakeholders. Accordingly, the BSUCC Board will look to develop and maintain its own online social media presence through which it hopes to deliver content to its members and the public to develop and increase opportunities in cricket at all levels in Victoria.
2. However, the BSUCC's public reputation is valuable and so are the reputations of BSUCC's members, sponsors and stakeholders, so the BSUCC prohibits any communication on social media that is defamatory, obscene, proprietary, and a misrepresentative of the BSUCC for commercial purposes.
3. 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. For the purposes of this by-law, social media extends to:
 - electronically communicated material, whether written, photographic, video, or audio, which is accessible by more than the member alone;
 - Facebook, YouTube, twitter, MySpace, LinkedIn, Wikipedia, Flickr and related domains;
 - Blogs; social networking sites; instant messaging; social bookmarking, media sharing and collaborative editing websites;
 - Any other forum which might reasonably be classified as social media as that term is generally understood; and
 - Any other forum for public comment

Prohibitions

4. When using social media, a person must not:
 - a). Abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose;
 - b). Impersonate or falsely represent any other person, including the BSUCC or its members;

- C. Abuse, harass or threaten any other person, including Cricket Victoria or another member;
- D. Make defamatory or libelous comments;
- E. Use obscene, offensive, insulting, provocative or hateful language;
- F Post material that infringes the intellectual property rights of others;
- G Intrude upon the privacy of other members of BSUCC without the consent of such members;
- H Interfere with the conduct of any event run by the BSUCC;
- I Violate security measures instituted at any facility of the BSUCC;
- J Comment in a way that may be construed as harming the reputation of him or herself, another member, or the BSUCC, including its sponsors and stakeholders;
- K. Make excessive postings on a particular issue or post multiple versions of the same opinion or information on social media platforms operated by the BSUCC;
- L Promote commercial interests in social media platforms operated by the BSUCC; or
- M Without authority, post internet addresses, links to websites, email addresses or other personal information on social media platforms operated by the BSUCC.

Consequences

- 5. In circumstances of a breach or suspected breach of this Code of Conduct, the BSUCC may:
 - i) make a necessary public comment such as a correction, clarification, contradiction or apology;
 - ii) issue a formal warning;
 - iii) report any breach of any law to any local authority or wronged party;
 - iv) take any disciplinary action available to it under this Member Protection Policy;
 - or
 - v) exercise any of its available rights at law.

vi) The BSUCC will work with Social Media providers, to remove any posted material that it considers to be in breach of this By-law.

This Social Media Policy is based upon the Social Media Policy of Cricket Victoria as outlined on the Cricket Victoria website.