



## SOCIAL MEDIA POLICY

### 1 Introduction

Social networking sites (such as, but not exclusively, Facebook, Whatsapp, Instagram, Twitter etc.) 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 networking sites may be seen across these networks, and are reminded that they must not bring Winchcombe Cricket Club (WCC) into disrepute or cause any distress to any other member.

### 2 Policy

WCC recognises that some members will make use of social networking 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 ACC or any of its competitions or affiliates into disrepute or compromise its effectiveness.

This policy has been prepared to protect the privacy, confidentiality and interests of WCC.

This policy only applies to club related issues and is not meant to infringe upon an individual's personal interaction or commentary online. However all members are asked to respect the privacy, confidentiality and propriety of WCC and those working on their behalf, and not post anything that might be considered to breach this. Members should take care when discussing information relating to WCC affairs as discussions can sometimes be misinterpreted and could potentially put other members or the public at large at risk.

All members should be aware that any inappropriate posts made to social media sites could lead to disciplinary action and in extreme cases, civil and criminal liability. All members must take account of the following before posting to the internet, including engaging in blogging or the use of forums, video sharing or social networking sites.

Whilst it is a personal decision, it is suggested that members do not disclose their position as a WCC employee or volunteer. Members should be aware that the committee takes the posting at any time of offensive material, and the harassment, bullying or victimisation of members via the internet and social networking sites very seriously.

A breach of any of the following may lead to disciplinary action up to and including expulsion.

Members must not divulge any confidential information or information belonging to WCC which is not in the public domain or expand upon such information already available in the public domain.

If any member disclose that they are attached to WCC then it must be made absolutely clear that any views expressed do not represent the official position of WCC but are the views of the individual.

Members cannot write a blog in an official capacity unless sanctioned and minuted by committee, i.e. representing the views of WCC. If however, they give a personal opinion as an experienced person in a particular field, they must state that this is solely their view and not the view of WCC. Members must not use any WCC logo or other copyright material that infers official endorsement of the photograph, article, document or opinion.

Any photographs of WCC staff in club garments must not be used to harass, intimidate or bring the club into disrepute.

Members must not display offensive images or make offensive comments, or in any way harass, intimidate, bully, victimise or discriminate against other members.

### **3 Committee Members Responsibilities**

All committee members have a duty to implement this policy and take action if they become aware of any breach of this policy and should explain the club's policy on the use of social media and networking sites and take steps to promote awareness of this policy.

### **4 What to do if you believe you are being harassed, bullied or victimised via a social networking site**

If you are a member who believes that you are being harassed, bullied or victimised as a result of another member's post to an internet site, it is open to you to take the necessary action. You should contact the Club Welfare Officer for support and guidance on the informal and formal action which can be taken.

### **5 Consequences of not following this policy**

Any member found to be in breach of the above may be subject to disciplinary action.

If they are also found to be in breach of the Data Protection Act 1998 or other relevant legislation or copyright, it could lead to criminal proceedings and prosecution.

#### **Tips for being sensible online:**

Remember that social media is a "private conversation in a public place" so don't say anything on social media you wouldn't say out loud in front of other people

Be extremely careful posting anything that might breach confidentiality

Respect others' privacy – this includes fellow members, opposition players and officials

Be honest and show integrity

Avoid any discriminatory language and consider how jokes or 'harmless comments' may be interpreted out of context

Think about what image your posts project of you

Always be courteous, even when you don't feel like it. Discussion and debate are positive aspects of social media, but should be conducted courteously and with respect.

Look at your Facebook privacy settings and think about whether you need to restrict them. Those tour photos may not be suitable for general viewing!

Remember that Twitter is completely open to the public.

If you're not sure whether to write something ask yourself: what if your mates read it? What if your Mum read it? What if an opposition player read it? What if the League Chairman read it?