



Albany and Districts Cricket Association (ADCA)

Social Media Policy

Purpose

Social Media can bring significant benefits to ADCA particularly for building relationships with players. However, it is important that people who use Social Media within the ADCA do so in a way that enhances the ADCA, its members, and the affiliated Clubs', profile. A misjudged status update can generate complaints or damage the ADCA and its reputation. There are also security and data protection issues to consider.

This policy explains how people can use Social Media safely and effectively.

Scope

The policy applies to all persons who are associated with the Clubs affiliated to the ADCA, as well as those players registered with ADCA, who use Social Media, whether for business or personal reasons. It applies no matter where that Social Media use takes place.

The Power of Social Media

The ADCA recognises that Social Media offers a platform for all who are affiliated to build the profile of the game online, and the ADCA therefore encourages persons to use these platforms to support the ADCA, their goals and objectives.

Basic Advice

Regardless of which social networks are being used, or whether they are being used for business or personal accounts on company time, following these simple rules helps avoid the most common pitfalls.

- If unsure, don't post it. Persons should err on the side of caution when posting to social networks. If someone feels an update or a message might cause complaints or offence, or be otherwise unsuitable, they should not post it
- Be thoughtful and polite. Many social media users have got into trouble by failing to observe basic good manners online. The same level of courtesy should be adopted when communicating via email
- Look out for security threats. Be on guard for social engineering, phishing attempts and malware, and for the spam generated on these platforms.
- Don't make promises without checking. Social networks are very public, so only authorised personnel can make commitments or promises on behalf of ADCA.
- Handle complex queries via other channels. Social networks are not the place to resolve disputes and financial matters. Once a person has made contact, the appropriate person should handle further communication via the most appropriate channel, usually in person, email or by phone.

- Don't escalate matters. It is easy to post a quick response to a contentious status update and then regret it. Take the time to think before responding and hold back if in any doubt.
- Administration should ensure all posts with photos of members have permission form that member.
- Administration shall populate pictures of multiples member where possible and appropriate

Inappropriate Content and Uses

ADCA social media account is not to be used to share or spread inappropriate context, or to take part in any activities that could bring the Association into disrepute. Use of these media accounts must be by people authorised to do so by the ADCA. When sharing an interesting post, article or piece of content, it should be reviewed thoroughly and not posted as a link based solely on a headline.

Users must not

- Create or transmit material that might be defamatory or incur liability for the ADCA
 - Post messages, status updates or links to material that is inappropriate.
- Inappropriate content includes: pornography, racial or religious slurs, gender specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling or illegal drugs. It also covers any text, image, or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.
- Use social media for any illegal or criminal activities
 - Send offense or harassing material to others
 - Broadcast unsolicited views on social, political, religious, or other non-business-related matters
 - Send or post messages or material that could damage ADCA's image or reputation
 - Interact with ADCA competitors in any way which could be interpreted as being offensive, disrespectful or rude
 - Discuss players without their approval
 - Post, upload, forward or link spam, junk email or chain emails and messages

Maintain Confidentiality

Users must not:

- Share or link to any content or information owned by ADCA that could be considered confidential or commercially sensitive. This might include information regarding ADCA and budgets.
- Share or link to any content or information owned by another entity or person that could be confidential or commercially sensitive
- Authorised social media personnel should watch for phishing attempts, where scammers may attempt to use deception to obtain information relating to either the entity or its customers
- Personnel should never reveal sensitive details through social media channels
- Personal data must always be verified in the usual way before any account information is shared or discussed
- Personnel should avoid clicking links in posts, updates, and direct messages that look suspicious, in particular users should look out for URLs contained in generic or vague sounding

direct messages.

Monitoring Social Media

The ADCA reserves the right to monitor how social networks are used and accessed through these resources. Penalties Knowingly breaching this social media policy is a serious matter. Users who do so will be subject to disciplinary action as per the ADCA Constitution. Where applicable, the ADCA will involve the police or other law enforcement agencies in relation to breaches of the policy