



Castle Hill RSL Cricket Club Social Media Policy

Purpose

This policy outlines the guidelines for the use of social media by members, players, coaches, and supporters of Castle Hill RSL Cricket Club. It aims to ensure a positive and respectful online presence that reflects the values of our club.

Scope

This policy applies to all members, players, coaches, and representatives of Castle Hill RSL Cricket Club when engaging on social media platforms.

1. Respect and Integrity

- Always communicate respectfully. The use of defamatory or disparaging comments about players, coaches, officials, or opponents will not be tolerated. Members must be mindful of the defamation laws under the **Defamation Act 2005 (NSW)** when posting about others, ensuring that all statements are truthful and do not harm reputations.
- Ensure that all posts reflect the club's values of sportsmanship, respect, and community.

2. Official Accounts

- Only designated representatives (e.g., club officials, social media managers) are authorized to post on behalf of the club's official accounts.
- Use official channels for club announcements and news to maintain consistent messaging.
- Club representatives must ensure that their posts are consistent with the club's values and reflect its commitment to respect, inclusivity, and sportsmanship.
- Club representatives should also regularly monitor official accounts to ensure content remains aligned with the club's mission and values.

3. Personal or Team Accounts

- While using personal or team accounts, members should be mindful of their association with the club. Identify yourself as a club member and represent the club positively.
- Likewise individuals are permitted to set-up and establish their own club Team account, which are privately\individually run, but in doing so they must too comply with the club's policies.
- Members & and such sites must not use terms such as 'official' or any other titles that may imply endorsement or authority from the club without permission.
- Such sites or accounts should include a disclaimer outlining that these postings are of private individual, and are personal opinions and not representative of the club.
e.g. **Disclaimer:** *The views expressed on this account are my own and do not reflect the views of the Castle Hill RSL Cricket Club*
- These account or site must not share confidential club information, including strategies, financial information, or personal data of members without permission.

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4. Content Guidelines

- Share and promote positive content related to club activities, achievements, and community events.
- When posting images or videos, ensure that you have consent, including parental consent, from individuals featured by following both privacy laws and best practices for protecting minors online.
- Ensure that all third-party content shared complies with copyright law and fair use guidelines. When sharing content from other creators, always credit the source and obtain permission where necessary.

5. Engagement and Interaction

- Encourage constructive dialogue and engagement with followers and fans, fostering a welcoming environment.
- If a disagreement or complaint arises, please direct the conversation to appropriate channels, such as private messaging or email, rather than engaging in public disputes.
- In line with the **Criminal Code Act 1995 (Cth)** and the **NSW Anti-Bullying Act**, the club has zero tolerance for cyberbullying, harassment, or any form of abusive behaviour online. Violators may face legal consequences as well as disciplinary action from the club.

6. Compliance with Laws

- Ensure that all third-party content shared complies with copyright law and fair use guidelines. When sharing content from other creators, always credit the source and obtain permission where necessary.
- Under the NSW privacy laws, individuals have a right to privacy, thus all content shall respect the privacy of others and avoid the sharing personal information without consent. This includes addresses, phone numbers, or even sensitive related data that could be classified as private information.
- Similarly under the **Defamation Act 2005 (NSW)** members reminded that defamatory statements can lead to both civil lawsuits and disciplinary actions by the club.

7. Reporting Issues

- If you come across inappropriate content or behaviour related to the club on social media, report it to the club's designated social media manager or committee.

8. Consequences of Violations

- Violations of this policy, including legal breaches, may result in disciplinary actions such as warnings, suspension from club activities, or removal from social media platforms. Severe violations, such as defamatory comments or harassment, may also result in legal action.

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Review and Updates

This policy will be reviewed annually and updated as necessary to reflect feedback provided by members, changes in social media practices and the club's needs to ensure it remains relevant and effective. The club welcomes suggestions for improvement.

Acknowledgment

By participating in club activities and engaging on social media, you acknowledge that you have read, understood, and agreed to this policy.