



WALLINGTON CRICKET CLUB

Social Media Policy

Policy Statement

The WCC recognises that social media tools are an efficient and effective communication method, however, the use of social media may have negative impacts on the club and its members. The WCC does not discourage the use of social media, however, the members should recognise the possible hurt or damage one may cause the WCC and its members, Cricket governing bodies, such as Cricket Australia, Cricket Victoria and the BPCA. This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations.

The social media policy applies to all WCC Members, officials and parents at ALL times.

Responsibility - Club

- You must be authorised by the WCC Committee in an official capacity before using WCC social media as a representative of WCC. As a part of WCC's community you are an extension of the clubs brand.
- WCC information regarding social events, policies, constitution, game day results, rules and by-laws may be communicated to members and the general public via any of the following social media platforms: Facebook, TikTok, Twitter, Email, Instagram, Snapchat, TeamApp, WhatsApp or via the club website.
- Additionally, WCC may use social media platforms to communicate information relating to local businesses and sponsors who financially support the club.



Responsibilities- Members and Parents

When interacting with or representing the WCC online, all members and parents are expected to show respect, protection and privacy for all those they interact with.

Breaches of this policy include but are not limited to:

- posting material that is or might be construed as offensive, obscene, defamatory, threatening, discriminatory, hateful, racist, homophobic or sexist
- making statements which are misleading, false or defame the reputation of any members, fellow clubs or associations
- bringing the WCC, Cricket Victoria, Cricket Australia, or the BPCA into disrepute.
- offending, intimidating, humiliating or bullying any member, club or association
- implying that you are authorised to speak on behalf of or as a representative of WCC
- giving the impression that the views you express are those of WCC
- using the WCC logo or name in any format without the clubs consent
- using the identity or likeness of another member of WCC without their permission
- using or disclosing any confidential information or personal information obtained in your capacity as a member of WCC

Reporting a breach

- Any misuse of social media or breach of guidelines outlined will not be tolerated.
- Any person that believes they are the victims of inappropriate use of social media should report it to any Coach, Captain or any Committee member of the WCC (in writing or verbal) along with any evidence that may assist with an investigation.
- WCC will not be held liable for the acts of its members in breach of this policy. You the member, are solely responsible for your online conduct and will be liable in the event that action is brought against the club.



Members and/or Parents that fail to comply with this policy may be the subject of disciplinary action as deemed fit by the WCC Executive.

The WCC may monitor the use of social media to ensure compliance with this policy.

Education

The club will continue to maintain awareness of the policy via club newsletters and social media feeds.

Club Officials, Coaches and Captains will act as social media leaders and role models.

Review

The social media policy will be reviewed annually to ensure that the policy remains current and practical to the club's goals, objectives and requirements.

Authorised By

Wallington Cricket Club Committee

Date: 25-08-2025