

CHELMSFORD CRICKET CLUB – SOCIAL MEDIA POLICY

Social Media Policy – key points

- Do not post anything confidential on any social media account
- Be respectful, open, honest and transparent
- No criticism of opposition/umpires/league officials
- No cyber-bullying
- Don't get into online arguments
- If you think you're posting something controversial, you probably are, so don't

Chelmsford Cricket Club Social Media Policy – in detail

This policy governs the publication of messages and other material, and commentary, on social media by members of Chelmsford Cricket Club ("the club"). For the purposes of this policy, social media means any facility for online publication and commentary, including, and without limitation, blogs, wikis, and social networking sites such as Facebook, LinkedIn, Instagram, SnapChat, Twitter, Flickr and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

Club members of any kind are not allowed to post to social media in any way that implies they are doing so on behalf of the club, except off of official club accounts that the Committee is aware that the member in question has access to.

All users of social media must follow the same standards of conduct, behaviour and ethics that Chelmsford Cricket Club members must otherwise follow.

1. Setting up Social Media Channels

Social media identities, accounts, logon IDs and user names may not use the club's name without prior approval from the Club Committee. Any duplicates or any other accounts set-up without the prior knowledge and agreement of the Committee will be deemed to contravene this policy.

2. Confidential information

Do not post any confidential information about anyone. Additionally, do not post any information that you do not know to be factual.

3. Protect your own privacy

Privacy settings on recognized club accounts should be set to make the same level of information visible as may be available from the club website; be mindful of allowing information to be visible about you or others that you do/would not want others to see.

4. Protect the privacy of others

Club members should not publish personal or confidential details about others on social media.

5. Transparency

If posting about the club from personal accounts, then do not blog or post anonymously or using false names. Always use your real name and, where appropriate, identify that you are a member of the club (also identify any vested interests that this or other facts may give you whilst discussing the topic at hand).

6. One Chelmsford

Do not post anything negative about any part of the club, or anything that might set one part of the club against another.

7. Respect copyright laws

Always be aware of laws governing copyright and other related laws, and act accordingly (this includes the club's own copyrighted material).

8. Respect your audience, the community, the club, opposing players and officials

Do not post anything of a discriminatory nature from your own social media channels, or those of the club. As stated in point 2), do not post anything that you do not know to be factual from a club account - no political opinions for instance. Where discussing such matters on personal accounts, where appropriate always make clear that any views expressed are your own and not the club's.

A general rule – if you're unsure of whether something you're about to post is appropriate, don't post it.

9. Cyber bullying

Any bullying of club members (whether online or otherwise) should be reported to the Club Committee (or the Welfare Officer for those under 18). Cyber bullying specifically can occur via any media type or text message and should be reported immediately if you are aware of any case of this occurring. Anyone found to be guilty of cyber bullying will be liable for any disciplinary action in accordance with club rules.

10. Controversial issues

Feel free to correct any misrepresentations that you see made about the club about the club, whatever the platform, always in accordance with the other points of this policy (be factual, identify yourself as a club member if posting off a personal account) – and also doing so calmly. Do not be drawn into any arguments.

11. Mistakes

If you make a mistake on social media, be honest about it and correct it. Make another post, quoting the original post and clarifying with the correct information in the second post. Do not edit the original post as it may not be clear that you have done so. If someone accuses you of posting something improper (such as posting their copyrighted material, or defamation), inform the Committee immediately, whether you think the complaint is legitimate or not. Remove the post in question immediately, especially if what you are accused of carries with it the possibility of legal action.

12. Disclaimers

Many users of social media post disclaimers in the profile of their social media accounts (such as “all views my own”, whilst identifying what club/organisation they are associated with). This is good practice and is encouraged, but be aware that the legal effect of these disclaimers is dubious.

13. Enforcement

Anyone found to deliberately contravene any section of this policy will be subject to disciplinary action in accordance with the club’s Conduct and Discipline Policy, up to and including expulsion from the club.