

# Social Media Policy for VSDCUA

## Policy & Procedure as at 23/10/2018

- **POLICY STATEMENT**

- The organisation recognises the importance of social media in helping to shape industry conversation and public perception.
- This policy will help members of the VSDCUA make appropriate decisions about blogging and the content of blogs, personal web sites, postings on Facebook, wikis and other interactive sites, postings on video or picture sharing sites, and comments on online blogs or elsewhere on the public internet.

- **TO WHOM DOES THIS POLICY APPLY?**

- This policy applies to all members of the VSDCUA and by extension, all Club Umpires.

- **DISTRIBUTION OF POLICY**

- (a) The policy is available on the intranet. All members will be made aware of any amendments to the policy.
- (b) The policy will form part of the induction of new employees and will be provided to all other members who perform work for the organisation.

- **WHAT IS SOCIAL MEDIA?**

- Social media may include, although is not limited to:
  - Social networking sites e.g. Facebook, LinkedIn, Twitter, Instagram, Snapchat;
  - Video and photo sharing websites e.g. You Tube, Flickr, Pinterest;
  - Blogs, including corporate and personal blogs;
  - Public forums and message boards;
  - General publication sites e.g. Wikipedia; and
  - Instant messaging.

- It is important that members recognise that:

- All content published on social media sites is publicly available;
- The internet is not anonymous and that materials posted on social media **can be traced back to you and/or the organisation; and**
- Content posted on social media does not have an expiry date and a permanent record may be created despite the material subsequently being deleted.

- **EXPECTATIONS**

- *Use of Social Media*

*Risk*

Inappropriate behaviour on social media has the potential to cause damage to the reputation of the organisation, as well as its members, the VSDCA, and the game of cricket in general.

Members must not develop or maintain a web site/blogger or interact with social media in a way that directly or indirectly identifies the VSDCUA and/or purports to represent their views as the official or representative views of the VSDCUA.

Members must not purport to speak on behalf of the organisation through social media without the express prior approval from the VSDCUA Committee.

*General Rules*

All members must refrain from posting, sending, forwarding or using any inappropriate material on social media, including but not limited material that is:

- Intended (or could possibly) insult, offend, intimidate or humiliate the organisation or any of its members, the VSDCA, VSDCA clubs, sponsors or the game of cricket;
- Defamatory or offensive materials that could adversely affect the image, reputation or profitability of the organisation, the VSDCA and cricket in general;

Members agree that they will remove any content that is deemed to be inconsistent with this policy from social media immediately upon request of the VSDCUA.

- **BREACH OF SOCIAL MEDIA POLICY DITTO \_**

- A breach of the above obligations will entitle the organisation to:
- To take disciplinary action against any employee up to and including summary dismissal.

- **REVISION OF POLICY**

This policy is subject to review and may change from time to time.