



Warehouse Cricket Association Qld Inc. Social Media Policy



Definitions

- **Warehouse Cricket Association Queensland Inc. will be defined as W.C.A.Q**
- **Members will be defined as** staff, players, sponsors, officials (Coaches, managers, sports trainers, selectors & umpires) and/or any other persons working, volunteering or assisting which will also include anyone at a sanctioned event, representing any Member Club or the Association as a part of W.C.A.Q
- **Member Club will be defined as** any Club that is participating or has participated in any W.C.A.Q competition.

1. **Purpose:**

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, W.C.A.Q recognizes the benefits of social media as an important tool of engagement and enrichment for its Members and Member Clubs.

It is important that W.C.A.Q Members or Member Clubs reputation is not tarnished and/or by bringing the game of cricket played within the competition of W.C.A.Q into disrepute by anyone using social media tools inappropriately, particularly in relation to any content that might reference W.C.A.Q Members and/or Member Clubs.

When someone clearly identifies with W.C.A.Q or Member Club and/or discusses their involvement in the organisation and event or activity in any type of forum as defined in 2. Scope as Social Media, they are expected to behave and express themselves appropriately, and in ways that are consistent with our stated policies.

2. **Scope:**

This policy applies to all W.C.A.Q Members and Member Clubs

This policy covers all forms of social media. Social media includes, but is not limited to, such activities as:

- a. Maintaining a profile page on social or business networking sites (e.g. LinkedIn, Facebook, Twitter or Snapchat).
- b. Comments on forums or chat rooms.
- c. Content sharing include Flickr (photo sharing) and You Tube (video sharing).
- d. Commenting on blogs/posts for personal or business reasons.
- e. Leaving product or service reviews on retailer sites, or customer review sites.
- f. Taking part in online votes and polls.
- g. Taking part in conversations on public and private web forums (message boards); or
- h. Editing Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect members (defined).



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3. Guiding Principles:

- a. The web is not anonymous. W.C.A.Q Members and Member Clubs (defined), should assume that everything they write can be tracked back to them.
- b. Due to the nature of our operations, the boundaries between our profession, sport, volunteer time and social life can often be blurred.
- c. Honesty is always the best policy, especially online. It is important that you think of the web as a permanent record of online actions and opinions.
- d. When using the internet for professional or personal pursuits, everyone must respect W.C.A.Q Members and Member Clubs (defined) and follow the guidelines in place to ensure the intellectual property or our relationship with W.C.A.Q Members and Member Clubs is not compromised (see below).

4. Usage:

For anyone involved with the W.C.A.Q and Member Clubs using social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames.
- Must not comment on, or publish, information that is confidential or in any way sensitive to W.C.A.Q Members and Member Clubs (defined); and
- Must not bring the organisation into disrepute and use such outlets as a method of bullying, harassing or intimidating anyone.
- Must not use the brand or image of W.C.A.Q (see below) to endorse or promote any product, express political opinion; and it must be abundantly clear to all readers that any and all opinions shared are those of the individual, and not represent or reflect the views of W.C.A.Q

5. Branding and Intellectual Property (IP):

It is important that any trademarks belonging to W.C.A.Q are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else”). Trademarks include:

- W.C.A.Q and their Sponsors logos.

6. Official W.C.A.Q blogs, social pages and online forums:

When creating a new website, social networking page or forum for W.C.A.Q use, care should be taken to ensure the appropriate written consent to create the page or forum has been granted by a motion passed by the W.C.A.Q Executive Committee.

Similarly, appropriate permission must be obtained for the use of logos or images. **Images or pictures of children (minors under the age of 18 years) may not be replicated on any site without written permission of the child’s parent or guardian.** This also includes names, address, performances or any personal details concerning the individual.

For official blogs, social pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content.



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- Some hosted sites may sell the right to advertise on their sites through 'pop up' content which may be of questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the 'pop up' content cannot be controlled.
- W.C.A.Q Members and Member Clubs (defined) should not use online pages to promote personal projects:
- All material published or used must respect the copyright of third parties.

7. Consideration towards others when using social networking sites:

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. It should be recognised that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private function or activity will not appear publicly on the internet. In certain situations, this could breach the privacy act or inadvertently make the sport liable for breach of copyright.

Be considerate to others in such circumstances, information should not be posted unless consent has been sought and given. Information, images etc. must be immediately removed about another person if that person asks for the said information, images etc to be removed.

- a. Under no circumstance should offensive or derogatory comments be made about any W.C.A.Q Members and/or Member Clubs (defined), online.

8. Breach of Policy:

- a. Detected breaches of this policy should be reported immediately to W.C.A.Q Secretary.
- b. If detected, a breach of this policy may result in disciplinary action in accordance with the W.C.A.Q Code of Conduct.
- c. Penalties may include but not limited to any charge from the Code of Conduct including but not limited to any suspension, suspension from play, etc. depending on the circumstances.

9. Consultation or Advice:

This policy has been developed to provide guidance for W.C.A.Q Members and Member Clubs (defined). Anyone who is unsure of their rights, liabilities or actions online and is seeking clarification should contact W.C.A.Q Secretary.