



SOCIAL MEDIA POLICY

| | | | |
|--------------------|---------------|--------------------------|-----------------|
| Policy number | 1 | Version | 3 |
| Drafted by | Frank Merzel | Approved by Committee on | 24 October 2016 |
| Responsible person | David Hosking | Scheduled review date | 24 October 2018 |

INTRODUCTION

Social media such as Twitter, Facebook, Google+, YouTube and blogging represent a growing form of communication for sporting clubs, allowing them to engage their members and the wider public more easily than ever before.

However, it is also an area in which rules and boundaries are constantly being tested. This policy acts in conjunction with the Strathmore Cricket Club constitution in order to maximise our social media reach and member enjoyment, whilst protecting our public reputation.

PURPOSE

Strathmore Cricket Club may choose to engage in social media such as:

- Twitter
- Facebook
- Google+
- WordPress/Blogger
- YouTube/Vimeo
- iTunes/Podcasting

Strathmore Cricket Club seeks to encourage information and link-sharing amongst its members and seeks to utilise the expertise of its members and volunteers in generating appropriate social media content.

At the same time, social media posts should be in keeping with the image that Strathmore Cricket Club wishes to present to the public, and posts made through its social media channels should not damage the organisation's reputation in any way.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures be reviewed at regular intervals.

CORE POLICY

Strathmore Cricket Club's social media use shall be consistent with the following core values:

- **Integrity:** Strathmore Cricket Club will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals. Any material posted will be consistent with national privacy requirements.
- **Professionalism:** Strathmore Cricket Club's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Committee members may, from time to time and as appropriate, post on behalf of Strathmore Cricket Club using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- **Information Sharing:** Strathmore Cricket Club encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members. Members should not post any material that is offensive, belittling or humiliating towards another person or organisation. Any member found posting inappropriate material may be banned from using Strathmore Cricket Club's social media forums and may face disciplinary action.

Strathmore Cricket Club seeks to grow its social media base and use this to engage with existing and potential members, sponsors and stakeholders. At the same time, a professional balance must be struck which avoids placing the organisation's reputation at risk.

AUTHORISATION

Trevor Doody

President, Strathmore Cricket Club

24 October 2016