



Social Media Policy

Le Page Park Cricket Club recognises that social media is an important part of the way players, parents/guardians, coaches, officials, administrators and other persons (together, **participants**) associated with Le Page Park Cricket Club (including through its various programs, squads, leagues, tournaments, competitions, activities, offers, and events (together, **programs**) communicate.

Le Page Park Cricket Club actively encourages the cricket community to participate in social media and share their experiences in cricket. Le Page Park Cricket Club recognises the importance of the internet to improve and increase the flow of information, shaping public thinking about the organisation and its members, sponsors and key stakeholders.

However, Le Page Park Cricket Club's public reputation is valuable and so are the reputations of Le Page Park Cricket Club's members, sponsors and key stakeholders.

To this end, Le Page Park Cricket Club imposes the following obligations in relation to all social media, as this concept may change over time, including but not limited to interactive electronic forums or online media where people are communicating, posting, participating, sharing, networking or bookmarking. For the purposes of this code of conduct, social media extends to:

1. electronically communicated material, whether written, photographic, video, audio or otherwise, which is accessible by more than one participant;
2. Facebook, YouTube, Twitter, Snapchat, LinkedIn, Instagram and related or similar domains;
3. blogs, social networking sites, instant messaging, social bookmarking, media sharing and collaborative editing websites;
4. any other forum which might reasonably be classified as social media as that term is generally understood; and
5. any other forum for public comment.

Prohibited behaviour

When using social media, participants must not:

1. send, display or expose others to content that is obscene, offensive, inappropriate or for an illegal purpose;
2. impersonate or falsely represent any other person, including Le Page Park Cricket Club;
3. abuse, harass or threaten any other person, including Le Page Park Cricket Club;
4. make defamatory or libellous comments;
5. use obscene, offensive, insulting, provocative, violent or hateful language or images or language or images which incite discrimination, hate or violence towards one person or group because of their race, religion, gender, sexuality or nationality;

6. post material that infringes the intellectual property rights of others, including moral rights;
7. intrude upon the privacy of any representative of Le Page Park Cricket Club without the consent of that individual;
8. misuse Le Page Park Cricket Club's or any other person's confidential information;
9. interfere with the conduct of any event run by Le Page Park Cricket Club or with the roles and responsibilities of Le Page Park Cricket Club as the peak body for the sport of cricket in Victoria;
10. violate security measures instituted at or within any Le Page Park Cricket Club facility, service or program;
11. comment in a way that may be construed as harming their own reputation or the reputation of another participant, Le Page Park Cricket Club or its members, sponsors, key stakeholders or programs; or
12. engage in any conduct that, in Le Page Park Cricket Club's opinion, restricts or inhibits any other user from using or enjoying Le Page Park Cricket Club's programs or social media platforms; and in relation to Le Page Park Cricket Club's social media platforms only:
13. make excessive postings on a particular issue or post multiple versions of the same opinion or information on social media platforms operated by Le Page Park Cricket Club;
14. promote commercial interests in social media platforms operated by Le Page Park Cricket Club, including any unsolicited or unauthorised advertising, promotional materials, surveys, contests, pyramid schemes, unlawful gambling or gaming activities;
15. without authority, post internet addresses, links to websites, email addresses or other personal information on social media platforms operated by Le Page Park Cricket Club; or
16. Use social media in any way which results in the participant breaching, or being involved in a breach of a law, order or regulation (including a foreign law, order or regulation), a mandatory code of conduct or an applicable voluntary code of conduct.

Consequences

Le Page Park Cricket Club continually monitors online activity in relation to its social media. Le Page Park Cricket Club encourages any participant to report alleged or suspected breaches of this code of conduct to Le Page Park Cricket Club, and any alleged or suspected use of social media which is likely to harm the reputation of Le Page Park Cricket Club, its members, sponsors or key stakeholders.

In circumstances of an alleged or suspected breach of this code of conduct, Le Page Park Cricket Club may:

1. investigate the relevant circumstances, including requiring any relevant participant to provide statements or other evidence;
2. make any necessary or appropriate public comment including a correction, clarification, contradiction or apology;
3. issue a formal warning to any participant, members or other party;

4. report any breach of any law to any relevant authority or wronged party;
5. take any disciplinary action available to it under the Le Page Park Cricket Club constitution, by-laws, rules or other applicable policy or code of conduct; and/or
6. exercise any of its available rights at law.

Le Page Park Cricket Club expressly reserves the right to take any action, including dealing directly with social media providers, to remove or otherwise moderate any posted material that it considers is or may be in breach of this code of conduct.

Policy Review

This policy will be reviewed annually to ensure it remains relevant to club operations and reflects both community expectations and legal requirements.

AUTHORISATION

This policy was adopted by the Le Page Park Cricket Club Executive Committee in September 2024

REVIEW DATE: September 2025