



## Social Media

# POLICY



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## Purpose

With the rise of new media, the ways Cricket North West (CNW) players, officials and volunteers can communicate are continually evolving. While this creates new opportunities, it also creates new responsibilities. The purpose of this policy is to ensure all team members understand their obligations when using social media and are informed of the importance of managing the risks associated with such use that may impact on the reputation of Cricket North West and/or the safety of its team members and that may result in a breach of policy.

This policy is for the mutual protection of Cricket North West and its players, officials and volunteers, and is not intended to prevent, discourage or unduly limit team members' expression of personal opinion or online activities.

The Social Media Policy operates in conjunction with Cricket North West's constitution and by-laws.

## Effective Date

This Policy will commence from February 18, 2015. It replaces all other policies, if any, relating to access to social media platforms and social networking sites (whether written or not).

## Application

This Policy,

- applies to all Board members, employees, officials and players of CNW (whether full-time, part-time or casual) and all persons performing work at the direction of, in connection with, or on behalf of CNW or its member clubs. For example contractors, subcontractors, agents, consultants, volunteers.
- the Policy also applies to CNW members' participation in social media inside or outside of any CNW workplace and includes use of a team members own device.
- **does not** form part of any employee's contract of employment nor is it intended to override the terms of any award, enterprise agreement or contract that applies to a member. Nor does it form part of any contract for service.

## Definitions

The following terms are referred to in this policy and have the following definitions.

Term	Definition
Blogging	The act of using web log or 'blog'. A blog is a frequently updated website featuring diary-style commentary, audio-visual material and links to articles on other websites.
Confidential Information	Non-public information about the organization and affairs of CNW, which includes but is not limited to; non-public financial information, non-public technical and competitive information, personal information about individuals, confidential information of our customers or suppliers, CNW-related legal proceedings or controversies, and all other information obtained from CNW or obtained in the course of working or providing services to CNW that is by its nature confidential.
Computer	Includes all laptop computers and desktop computers.
Member	An individual who performs work in any capacity, including as an employee, Board member, player, official, volunteer, trainee or student gaining work experience with CNW or an affiliated club.
Regional Administrator	An officer appointed by Cricket Tasmania to provide administrative services to CNW.
Hand Held Device	Includes all such devices which are used by CNW members inside and outside working hours, in the workplace of CNW or at any other place. Such devices include, but are not limited to, mobile phones, Blackberrys, Palm Pilots, PDA's, iPhones, tablets, iPads, other hand held electronic devices, smart phones and similar products, and any other device used to access social networking sites or a social media platform.
Intellectual Property	All forms of intellectual property rights throughout the world including copyright, patent, design, trade mark, trade name, and all Confidential Information and including know-how and trade secrets.
Person	Includes any natural person, company, partnership, association, trust, business, or other organization or entity of any description and a person's legal personal representative(s), successors, assigns or substitutes.
Social Networking Site and Social Media Platform	Includes but is not limited to Facebook, Snapchat, My Space, Instagram, Bebo, Friendster, Flickr, LinkedIn, XING, Blogger, Wordpress, YouTube, Twitter, Yahoo Groups, Google Groups, Whirlpool, Vine, Instant Messaging Services, Message Boards, Podcasts, "Wikis" (e.g. Wikipedia) and other similar sites.

## Representing CNW in Social Media

CNW recognises that circumstances may arise in which CNW members make mention of CNW in social media.

Any comments about or in connection with CNW made in a Social media platform must be factual and consistent information which is aligned with CNW's goals and objectives.

Members should not make comments on behalf of CNW or using CNW's branding, (including the corporate logo, internal logo and registered trademarks), in any Social media platform without confirming with the Regional Administrator.

Unless authorised by CNW, any comments made by CNW team members must contain a disclaimer that they are not representing CNW and do not have authority to speak on behalf of CNW, and the views of the CNW member do not represent the views of CNW.

## Acknowledgement

All CNW members acknowledge:

- they are not to make comments which might reflect negatively on CNW's reputation or make deliberately false or misleading claims about CNW. Any recognised inaccurate comments must have all reasonable efforts made by the CNW member to correct the statement;
- they must not disclose confidential or sensitive information about CNW including CNW's Confidential Information or Intellectual Property. This obligation continues after the employment or engagement ceases;
- they must not endorse or cite any sponsor, partner or supplier of CNW without prior permission of the Regional Administrator. This excludes individual sponsorship arrangements.
- they must observe the relevant privacy, defamation and copyright laws; and
- they must comply with relevant discrimination laws and Cricket Tasmania policies that relate to discrimination and harassment.

## Material Posted by Others

Inappropriate or disparaging content and information stored or posted by others (including non-team members) in the social media environment may also damage CNW's reputation.

If you become aware of any such material which may damage CNW or its reputation, you must immediately notify the Regional Administrator on 03 6424 7399 or 0429 961 700.

## External Social Media Platforms

When using external Social Media Platforms, including, but not limited to, social networks and Blogging sites, CNW members should not disparage or make adverse comments about CNW or any CNW member. This includes where such comments are made whilst a CNW team member is contributing to a Social Media Platform using a CNW computer and internet resources and similarly whilst using a non-CNW computer or hand held device.

If it comes to CNW's attention that a CNW team member has made inappropriate and/or unauthorised comments about CNW or a CNW member, CNW may choose to take action against such person as outlined in the Policy. Action will not be limited to contributions made on a Social Media Platform made whilst using CNW computer and internet resources but may include action taken as a consequence of inappropriate and/or unauthorised contributions made about CNW, or a CNW member.

## CNW Members Responsibilities

CNW Members are personally responsible to report any inaccurate, misleading or deceptive information they encounter about CNW to the Regional Administrator on 03 6424 7399 or 0429 961 700.

## Be Aware

Apart from the potentially adverse effects a blog or social networking entry may have on CNW, inappropriate blogs on internal or external sites can also have adverse consequences for a CNW member in terms of future prospects, as the material remains widely and permanently accessible to other site users.

CNW may use and disclose a team members social media posts where that use or disclosure is:

- for a purpose related to the employment of any employee or related to CNW's business activities; or
- use or disclosure to a law enforcement agency in connection with an offence; or
- use or disclosure in connection with legal proceedings; or
- use or disclosure reasonably believed to be necessary to avert an imminent threat of serious violence to any person or substantial damage to property.

While users are permitted to use CNW's computer network for limited and reasonable personal use, members must be mindful that any information (personal or other) they disclose while using CNW's computer network may be used and/or disclosed as provided for in this clause. A member is taken to have consented to the use and disclosure of any information (personal or otherwise) that is disclosed during personal use of CNW's computer network.

## Consequences of Breaching the Social Media Policy

Any breach of the Policy may result in disciplinary action, including, but not limited to, issue of a warning, demotion, suspension or termination of employment (or, for CNW Contractors, the termination or non-renewal of their contract for service).

## CT Contacts

If a team member is unsure about any matter covered by this Policy, they should seek the assistance of the following contact person:

- Regional Administrator – 03 6424 7399 or 0429 961 700

## Variations

Cricket Tasmania reserves the right to vary, replace or terminate this policy from time to time.

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## Appendix A – Social Media Tips

This section is designed to assist you to easily understand, apply and adhere to the requirements of the social media policy.

Remember, anything you post is accessible to anyone with a browser and is there forever, irrespective of any attempt to delete the content. Treat everything as if it is public (even if you have set your privacy settings to attempt to limit access to the content). Our first and foremost rule is: **"think before you post"**.

### What Can You Disclose?

You can disclose anything already in the public domain – which means that if you've read it in the annual report, strategic plan, in a press release or CNW social media channels you can talk about it. Everything you talk about must be truthful, accurate, able to be substantiated and aligned to CNW's goals and objectives.

### What Can't You Disclose?

Generally common sense, but here are a few specifics. You can't disclose or discuss:

- work related legal proceedings
- relevant work-related controversies,
- non-public financial information,
- non-public technical or competitive information,
- personal information about individuals, and
- confidential information of our customers or suppliers.

### What You Can't Use:

- Our trademarks or copyrighted logos in your post unless authorised to do so from the Regional Administrator.
- Other people's materials without their express permission.

### Other Things You Can't Do:

- Post inappropriate, false, sexist, derogatory or malicious comments or materials online regarding CNW, your workplace, your team members or your customers. In other words – do not troll!
- Reference CNW negatively in any online social medium or public forum.
- Suggest or imply you are speaking on behalf of CNW unless you are authorised to do so.

## It's Not Just What You Say ... It's How You Say It

Using social media and email is very easy to put people off side as they miss the face to face social cues. That's why how you say what you are going to say is so important.

### Remember to:

- Use spell check and proofread each post.
- Disclose you are a CNW member and add a disclaimer "the views expressed on this post/blog are mine and do not necessarily reflect the views of CNW." Unfortunately disclaimers may not be sufficient legal protection if your posts are found to be defamatory, harassing or in violation of any applicable law – so all posts are your legal responsibility.
- Be respectful of all individuals and communities with which you interact online.
- Be polite and respectful of other opinions, even in times of heated discussion and debate.
- Adhere to the Terms of Use of each site, and seek to conform to the cultural and behavioural norms of the social media platform being used.
- Understand and comply when CNW asks that topics not be discussed for confidentiality or legal reasons.

## Other General Tips

- Consider keeping your personal and professional social media accounts separate.
- Don't feel pressured to "friend" or "follow" other team members, vendors, journalists or customers unless you want to. If you are uncomfortable with adding a contact – don't add them.
- Ensure your social posting or social video watching does not interfere with your work.
- If you leave CNW, you are required to delete all CNW information, customer and supplier details from your social media sites.
- If you make a mistake, be up front about your mistake and correct it quickly. In a blog, if you choose to modify an earlier post, make it clear that you have done so.
- If something can only be said on the basis that you are saying it "anonymously" or "privately", there is a good chance that it should not be said.
- If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit "send". Ultimately, what you publish is yours—as is the responsibility. So be sure.

**The bottom line is, don't say something online that you wouldn't say directly to someone's face.**

**If you have any questions about these guidelines or any related matter that these guidelines do not address, please contact the Regional Administrator.**