



Registered as an Incorporated Association under the  
Associations Incorporation Reform Act 2012  
(Victoria)  
Reg No A0097119Q (Veterans Cricket Australia (Inc))

## Veterans Cricket Australia – Social Media Policy

### USE OF SOCIAL MEDIA

For ease of understanding, the term “member” in this document does not refer to Constitutional membership of VCA but instead applies to all individuals who are members of VCA state, territory and affiliate organisations, and veteran cricket clubs.

#### 1.0 PURPOSE

This policy is intended to protect the interests of this member organisation; it’s members and associated stakeholders by defining the requirements expected in the use of social media.

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, Veterans Cricket Australia recognises the benefits of social media as an important tool of engagement and enrichment for its members.

Along with those benefits are associated risks to the reputation of the organisation, it’s members and followers and individuals who might interact with the organisation through social media channels.

#### 2.0 DEFINITION OF SOCIAL MEDIA

Social media includes, but is not limited to, the generation or sharing of content by an individual. It can include (but is not limited to) such activities as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace)
- Content sharing include Pinterest, Flickr (photo sharing) and YouTube (video sharing)
- Commenting on blogs for personal or business reasons
- Leaving product or service reviews on retailer sites, or customer review sites
- Taking part in online votes and polls
- Taking part in conversations on public and private web forums (message boards)
- Editing a Wikipedia or other editable page.

VCA, its state centres, branches and clubs have long histories and are highly respected organisations. It is important that VCA’s reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

#### 3.0 INTENT OF THE POLICY

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors or VCA as an organisation.

When someone clearly identifies their association with VCA, and/or discusses their involvement in the organisation in areas defined as social media, they are expected to behave and express themselves appropriately, and in ways that are consistent with VCA's stated values and policies.

Veterans Cricket Australia aims to provide leadership and direction to ensure all veteran cricketers will enjoy cricket – a sport for life. Its inherent values are sportsmanship, promoting relationships, providing an opportunity for all, showing respect to our membership, our sport and the community. VCA's policies include:

- Roles and Responsibilities for Board Members
- Member Code of Conduct
- Website and MyCricket Policy
- VCA Championship Manual
- VCA Representative Teams and Tours Manual
- VCA Administration Manual

The current VCA Constitution takes precedence over all VCA policies where discrepancies might occur

This policy covers all forms of social media.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by VCA members where the VCA member makes no reference to VCA or related issues.

#### **4.0 GUIDING PRINCIPLES**

The web is not anonymous. VCA members and staff should assume that everything they write can be traced back to them.

Due to the unique nature of sporting groups such as VCA, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional or personal capacity and what they do or say in their capacity as a volunteer for the VCA.

VCA considers all members of VCA are its representatives.

Honesty is always the best policy, especially online. It is important that VCA members think of the web as a permanent record of online actions and opinions.

When using the Internet for professional or personal pursuits, all members must respect the VCA brand and follow the guidelines in place to ensure VCA's intellectual property or its relationships with sponsors and stakeholders is not compromised, or the organisation is brought into disrepute.

#### **5.0 USAGE**

For VCA members using social media, such use:

- Must not contain, or link to, libelous, 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 VCA, its affiliates, partners or sponsors; and
- Must not bring VCA or the sport into disrepute.

Furthermore, VCA members and staff may not use the VCA brand to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinions shared are those of the individual, and do not represent or reflect the views of VCA.

## **6.0 BRANDING AND INTELLECTUAL PROPERTY (IP)**

It is important that any trademarks belonging to VCA or any state centre, branch or club 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:

- Club, branch and VCA logos
- VCA associated slogans
- Images depicting members, volunteers, staff and/or equipment, where they can be identified as being part of the VCA, except with the permission of those individuals and within other stated guidelines
- Other VCA iconic imagery or the official VCA uniforms.

## **7.0 USE OF OFFICIAL VCA SOCIAL MEDIA PRESENCE OR PROFILES**

When creating a new website, social networking page or forum for club member use, care should be taken to ensure the appropriate person at a club/branch/state/national level has given written consent to create the page or forum. THE VCA contact shall be the VCA secretary whose contact details are shown on the website.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of minor children may not be replicated on any site without the written permission of the child’s parent and/or guardian.

For official VCA blogs, social pages and online forums:

- Posts must not contain, nor link to content which in any way may be considered contrary to VCA’s values, policies or supporters
- Some hosted sites may sell the right to advertise on their sites through ‘pop up’ content, which may be of a 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
- All materials published or used must respect the copyright of third parties.

## **8.0 CONSIDERATION TOWARDS OTHERS WHEN USING SOCIAL NETWORKING SITES**

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. VCA members must recognise 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 VCA event will not appear publicly on the Internet. In certain situations, VCA members could potentially breach the privacy act or inadvertently make VCA liable for breach of copyright.

VCA members should be considerate to others in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

Under no circumstance should offensive comments be made about VCA members online.

## **9.0 BREACH OF POLICY**

VCA, its state centres, branches and clubs continually monitor online activity in relation to VCA and its members. Detected breaches of this policy should be reported to The VCA board via the secretary.

If detected, a breach of this policy may result in the VCA initiating disciplinary action from VCA. A breach of this policy may also amount to breaches of other VCA policies. This may involve a verbal or written warning or in

serious cases, termination of your engagement with VCA. VCA members may be disciplined in accordance with VCA disciplinary regulations.

## **10.0 CONSULTATION OR ADVICE**

This policy has been developed to provide guidance for VCA members in a new area of social interaction. VCA members who are unsure of their rights, liabilities or actions online and seek clarification, should contact the VCA's designated officer, the VCA secretary.