



SOCIAL MEDIA POLICY

Policy Overview

Social media is changing the way we communicate. This policy has been developed to inform the members and employees of Malahide Cricket Club ("MCC") about using social media so that people feel enabled to participate, while being mindful of their responsibilities and obligations.

This policy aims to establish a culture of openness and understand about all online activities related to MCC.

Coverage

This policy applies to all persons who are involved with the activities of MCC, whether they are in a paid or unpaid/voluntary or Committee capacity and include:

- Players
- Members (playing and non-playing);
- Persons appointed or elected to committees and sub-committees;
- Employees;
- Managers, coaches and volunteers;
- Umpires and other officials;

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet and includes (but is not limited to):

- Social networking sites (Facebook, Twitter, LinkedIn, etc)
- Video and photo sharing websites or apps (YouTube, Vimeo, Instagram, Flickr, etc)
- Blogging platforms
- Live broadcasting apps

- Podcasting (iTunes, etc)
- Instant messaging (e.g. Texts , Skype, Snapchat, WhatsApp, Viber, etc)
- Online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to MCC or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation.

Using Social Media in an Official Capacity

Anyone using Social Media in an official capacity must be authorised or a designated representative of MCC.

Guidelines

Remember, everyone using Social Media in relation to MCC is an ambassador for MCC.

Everybody is individually responsible for their own words and actions.

A respectful tone must be clear at all times, even when disagreeing with others, and by responding to comments in a timely manner.

All reasonable attempts must be made to correct mistakes if they happen.

Conduct online that would not be acceptable in a workplace is not acceptable in MCC.

All derogatory remarks, bullying, intimidation, harassment other users, insults or hateful posts, slanderous, threatening, discriminating, or pornographic content is totally unacceptable.

Informal remarks, jokes or display material that may offend a member of a particular race, religion or gender is totally unacceptable.

Honesty

Dishonesty is easily noticed in the social media environment. Members should not say anything that is dishonest, untrue or misleading and factual sources should be checked before uploading or posting anything that is related to MCC.

Posts to Social Media should not be anonymous. The use of pseudonyms or false screen names is not supported by MCC.

Vested interest should be acknowledged as should endorsements or recommendations.

Respecting Confidentiality and Sensitivity

When using social media, the privacy of the Club and its members must be maintained – this includes information that is not publically accessible or widely known.

It is perfectly acceptable to talk about MCC and have a dialogue with the community, but it is not okay to publish confidential information such as unpublished details about team, coaching practices, financial information and staff appointments and contracts etc

Information must be removed when another person or the Executive Committee request it.

Gaining permission when publishing a person's identifiable image

Permission must be given from an individual to use a direct, clearly identifiable image of that person.

Information or photos of a sensitive nature including include accidents, incidents or controversial behaviour should never be shared.

Discrimination, sexual harassment and bullying

The public in general, and MCC's employees and members, reflect a diverse set of customs, values and points of view. No one should post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

Dealing with mistakes

If anyone in MCC makes an error while posting on social media, the Club encourages all individuals to be up front about the mistake and address it quickly.

Policy breaches

Breaches of this policy include but are not limited to:

- Using MCC's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content that is a breach of any state law.
- Posting or sharing material that brings, or risks bringing MCC, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Reporting a breach

Any inappropriate or unlawful online content relating to MCC, its members, or content that may otherwise have been published in breach of this policy, should be report to the Executive Committee immediately.

Alleged breaches may be investigated according to MCC's Code of Conduct and its Disciplinary Procedures.

Where it is considered necessary, MCC may report a breach of this social media policy to the Gardaí.

Related Documents

- Malahide Cricket Club Code of Conduct