

Perth Cricket Club

Social Media Policy

Revised August 2024



The Perth Cricket Club (PCC) recognises the power of social media to connect with our community, promote our sport, and celebrate our successes. This policy aims to ensure that our online presence reflects the values of our club and upholds the highest standards of sportsmanship, respect, and inclusivity.

Scope

This policy applies to all official PCC social media accounts, as well as any personal accounts of players, coaches, officials, and staff when representing the club.

Guidelines

- 1. Represent the Club Positively:** Always remember that you are an ambassador for the PCC. Your posts should reflect the club's values of teamwork, fair play, and respect for all. Avoid negativity, criticism of opponents, or anything that could damage the club's reputation.
- 2. Respect Privacy:** Do not share confidential or sensitive information about the club, its members, or opponents. Obtain permission before posting photos or videos of others.
- 3. Be Authentic:** Share your genuine experiences and opinions, but avoid anything that could be considered offensive, discriminatory, or misleading.
- 4. Think Before You Post:** Consider the potential impact of your posts. Could they be misinterpreted? Could they cause harm or offense? If in doubt, don't post it.
- 5. Protect the Club's Image:** Avoid posting anything that could be considered inappropriate or unprofessional. This includes offensive language, personal attacks, and spam.
- 6. Report Misconduct:** If you witness any inappropriate behaviour on PCC social media accounts, report it to the club's designated social media manager or a club official.
- 7. Follow Platform Rules:** Adhere to the terms and conditions of the social media platforms you use.

Consequences of Violation

Violation of this policy may result in disciplinary action, including but not limited to:

- A warning from the club
- Removal of the offending post
- Suspension or termination of social media privileges
- In severe cases, suspension, or expulsion from the club

Disclaimer

The PCC is not responsible for the content of personal social media accounts. However, we encourage all members to represent the club in a positive light at all times.

Policy Review

This policy will be reviewed annually or as needed to ensure its relevance and effectiveness.

Approval

This policy has been approved by the Perth Cricket Club Executive Committee.

Effective Date: 1 August 2024