**Camberwell Magpies Cricket Club – Social Media Policy**

**1. Purpose**

The purpose of this Social Media Policy is to establish clear guidelines for all members, players, staff, and volunteers of the Camberwell Magpies Cricket Club regarding the use of social media platforms. This policy aims to ensure that our club’s online presence is professional, positive, and reflects the values of respect, inclusivity, and integrity that the club upholds both on and off the field.

**2. Scope**

This policy applies to all members of the Camberwell Magpies Cricket Club, including players, coaches, volunteers, administrators, and staff. It covers all social media platforms, including but not limited to:

* Facebook, Instagram, Twitter, TikTok, LinkedIn, YouTube, and other platforms.
* Any personal social media profiles and any official club social media channels.

**3. General Guidelines**

**3.1 Club Representation**

* When representing the Camberwell Magpies Cricket Club on social media, members should be mindful that they are a reflection of the club. All posts, comments, and content shared should reflect the values and ethos of the club.
* If posting about the club or its activities, use respectful language, appropriate imagery, and positive messaging that aligns with the club's vision and mission.

**3.2 Respect and Inclusivity**

* Members must maintain respect for others both online and offline. Any discriminatory, offensive, or derogatory comments or content based on race, gender, age, religion, sexual orientation, disability, or any other characteristic will not be tolerated.
* Harassment, bullying, or trolling of any kind on social media will result in disciplinary action.

**3.3 Privacy and Confidentiality**

* Members should be cautious about sharing private or sensitive information related to the club, its members, or its activities.
* Do not share personal information about players, coaches, staff, or volunteers without permission. This includes any private contact information, medical information, or confidential club matters.
* Always ask for permission before posting photos or videos of other people, especially if they are under 18 or if the content involves minors.

**3.4 Negative or Harmful Content**

* Negative comments, criticisms, or complaints about the club, fellow members, or the broader cricket community should not be shared publicly on social media. If there are any concerns or issues, members should address them privately with the appropriate club representatives or through formal club channels.
* Posting offensive or harmful content that could damage the reputation of the club or its members will lead to disciplinary action.

**4. Official Club Social Media Accounts**

**4.1 Club Account Use**

* Official social media accounts, such as those for the Camberwell Magpies Cricket Club, will be managed by designated members of the club’s communications team or appointed staff members.
* These accounts will be used to promote club events, matches, news, achievements, and other positive club-related content.
* Only authorized personnel should post on official club accounts. Any requests to post content or information on behalf of the club should be directed to the club’s social media manager.

**4.2 Content Guidelines for Official Accounts**

* Content posted on official club social media accounts should reflect the club’s values, foster community, and support player and team development.
* All photos, videos, and content shared should be of high quality and ensure the safety and privacy of individuals.
* Posts should celebrate achievements, events, and milestones, promote healthy lifestyle choices, and encourage positive engagement from the club’s supporters.

**5. Personal Social Media Use**

**5.1 Personal Accounts and Club Representation**

* While members are free to share content on their personal social media accounts, they must be mindful of how their posts may reflect on the club.
* When discussing or representing the club on personal social media profiles, members should make it clear that opinions expressed are their own and not those of the Camberwell Magpies Cricket Club. This can be done by including a disclaimer such as: “The views expressed here are my own and do not reflect the views of the Camberwell Magpies Cricket Club.”

**5.2 Content Guidelines for Personal Accounts**

* Members are encouraged to share their positive experiences with the club, but should do so in a way that reflects respect and integrity.
* Members should refrain from posting or commenting on topics that are divisive or that could harm the reputation of the club or its members. This includes discussing internal matters, conflicts, or issues publicly.

**6. Guidelines for Photographs and Videos**

**6.1 Consent for Photos and Videos**

* Before posting photos or videos of other people (including players, coaches, or staff) on social media, members must obtain consent, especially if the content features minors or is related to a club event.
* Photographs or videos shared on social media should be respectful, focusing on the positive aspects of the club and its members.

**6.2 Copyright and Ownership**

* Ensure that any photos, videos, or music posted online comply with copyright laws. Members should use their own images or obtain permission for any content that is not their own.
* Official club photos or videos may be shared on social media platforms, but club members should credit the club’s photographers and videographers when posting.

**7. Social Media Safety**

**7.1 Protecting Personal Information**

* Members should never share personal details, such as addresses, phone numbers, or financial information, on social media.
* It is recommended that members adjust privacy settings on personal accounts to limit who can see their posts and personal information.

**7.2 Online Conduct and Security**

* Members should use strong passwords for their social media accounts and be cautious of sharing login details or personal information online.
* If you encounter any online abuse, harassment, or inappropriate behavior related to the club or its members, report it to the club’s management immediately.

**8. Disciplinary Action**

Failure to comply with this Social Media Policy can result in disciplinary action, including:

* A warning or verbal reminder.
* Suspension from participating in club activities.
* Removal from the club’s social media accounts.
* Termination of club membership, depending on the severity of the breach.

**9. Policy Review**

This Social Media Policy will be reviewed regularly to ensure it remains relevant and effective. Any updates or changes to the policy will be communicated to all club members.

**Conclusion**

The Camberwell Magpies Cricket Club is committed to maintaining a positive and respectful presence on social media. By following the guidelines in this policy, members can contribute to an online environment that promotes the club’s values, fosters community, and enhances the experience for all involved.