



University of WA Cricket Club - Communications Policy

Last Approval Date: December 2021

Review Date: December 2021

Purpose

This policy has been developed to assist University of Western Australia Cricket Club (**UWACC**) stakeholders understand the club's policies on communication, in particular regarding social media. This will help develop member's engagement with the club, while notifying persons of their responsibilities, thereby minimising risks and protecting the club and its members.

Application of Policy

This policy will be applicable in the following circumstances:

- (a) an individual is representing the club, whether that be in an official role or in circumstances in which that individual holds themselves out to be representative of or related to the UWACC; and
- (b) where any content is communicated (including posted on any social media accounts) in relation to the UWACC that may affect the club's business, products, services, events, sponsors, affiliations, members and/or reputation.

This policy does not apply to the personal use of social media where it is not related to, or cannot be reasonably seen as related to the UWACC or its business, teams, products, services, events, sponsors, affiliations, members and/or reputation.

Social Media

Definition

Social Media generally refers to computer based technology facilitating the sharing of ideas, thoughts and information through the building of virtual networks and communities, providing quick electronic communication of content.

These include social networking sites, video and photo sharing websites, review sites, broadcasting applications and instant messaging applications (for example, Facebook, Twitter, Instagram, WhatsApp, SMS, Snapchat, TikTok, Tumblr, Yelp amongst many others).

Use of Social Media

You must be authorised by the UWACC Committee before engaging in social media as a representative of the club.

As part of the UWACC community, all stakeholders are considered an extension of the club. As such, determining when you are representing yourself or representing the UWACC can be difficult to determine, in particular regarding those stakeholders holding official roles at the club such as committee members or coaching staff. As such, it is particularly important that all individuals part of the UWACC ensure their actions online are generally appropriate for all audiences and consistent with the values of the club.

General Guidelines for Social Media Use

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| Common Sense | If you are unsure whether sharing content is appropriate, seek advice from others before doing so, or refrain from sharing |
| Privacy | Refrain from sharing content you would not like everyone to see. Content can quickly become public through a variety of means, even if intended to be private. |
| Causing Offence | You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate. |
| Honesty | Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source of facts before sharing content. Be transparent and honest. |

Reasonable Use If you are an employee of the UWACC, ensure your personal use does not interfere with your work commitments.

Respect Confidentiality Maintain the privacy of UWACC confidential information, including information not publicly accessible or widely known.

Err on the Side of Caution If in doubt, do not post, share or upload.

Communications Policy

Compliance with Law

Do not post or provide links to content containing illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

Comply with all laws governing copyright in relation to material owned by others and UWACC's own copyrights and brands.

Respect for the Club

Do not use the UWACC intellectual property or imagery on your personal social media without prior approval of the club. This includes, but is not limited to imagery which has been posted on UWACC official social media accounts or websites. Do not create an official or unofficial UWACC presence using the organisation's trademarks or name without prior approval from the UWACC.

Do not imply you are authorised to speak on behalf of the UWACC unless you have been given official authorisation to do so. Where permission has been granted to create or administer an official social media presence, you must adhere to the UWACC Communications Policy.

Communications with Minors

The UWACC discourages engaging with minors under 18 years of age individually. If communication with a minor is necessary to disseminate relevant club information, the UWACC expects that information to be provided to parents or guardians either before or simultaneously to its provision to the relevant minor. All communication between the UWACC committee and / or coaching staff, and any player or potential player under 18 years of age is to be done via email and is to include a parent's email within all email correspondence.

Any inappropriate or illegal conduct in communicating with minors is unacceptable. In circumstances in which the UWACC becomes aware of such activity, it will be dealt with immediately and police or other relevant agencies may be contacted as necessary.

Club Parent Communication

The University of WA Cricket Club understands that parents take a keen interest in the involvement of their children at our Club, both on and off the field.

University of WA CC is a Premier Cricket Club, and we treat each of our players as responsible young adults. Accordingly, if they have a concern about anything at the Club (selection, club policies etc) we encourage them to directly raise it with a captain, committee member, the player welfare sub-committee or coach.

The UCC values honesty and feedback, particularly from players, so we would hope that players not feel concerned that any comments made in respect of the club will have any adverse impact on their involvement. Of course, we also recognise that younger players may not necessarily always feel comfortable having difficult or challenging conversations with adults in seniors positions and so we do welcome feedback from parents.

Regarding players that are minors, the Club's Communications Policy requires that all communications to players under the age of 18 are to be provided to that players parents or guardians by email.

In respect of players aged over 18, in certain limited circumstances, it will be appropriate for a parent or guardian to engage with the club directly. In the event that a parent or guardian has a complaint, would like to provide feedback, or has any other concerns they would like to raise with the club, they are to communicate directly with the Club President by email at ucc.pres@gmail.com. This is really intended to be a channel of last resort, utilised in the event the player does not feel comfortable addressing an issue through the other avenues noted above, or it is inappropriate for the player to address the complaint through those methods.

Please note also that the Club's Child Protection Officer is Christian Bauer and he can be contacted on 0407 991 611.

Breach of the Communications Policy

If you notice communications or content published in breach of this policy, report the circumstances immediately to the Club President.

Depending on the circumstances of the breach, disciplinary action may be taken.

Employees of the UWACC in breach of this policy may face disciplinary action, including termination of employment.