Coromandel Cricket Club Inc.
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www.coromandelcricketclub.asn.au

Social Media Policy and Director Guidelines

Social Media Policy

Last updated: 13/05/2020

Policy overview and purpose

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to the Coromandel Cricket Club (CCC). This policy contains guidelines for the CCC community to engage in when using social media. It also includes details of breaches of the policy. In circumstances where guidance about social media issues has not been given in this policy, we suggest the application of common sense or to seek out advice from those who have approved this policy or the CCC Committee.

Underlying principles

This policy compliments the following core CCC values:

- to continually develop the game of cricket
- to provide a social environment for families
- to instill the values of sportsmanship, teamwork, honesty and community spirit
- to provide a fun atmosphere to play cricket and engage with the community
- to encourage social, emotional and physical wellbeing through participation

Scope of policy

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

- All members, including senior and junior playing members and life members
- CCC persons appointed or elected to CCC boards, committees and sub-committees
- Employees of CCC including coaches, assistants and umpires

- Spectators and family members of existing CCC members

The term ‘Social media’ refers to any online tools or functions that allow people to communicate and/or share content via the internet. This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, Instagram etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Flickr, etc)
- Blogging and review platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

Social Media posting guidelines

Those that fall within the scope of this policy need to adhere to the following guidelines when using social media related to the CCC or it’s business, products, competitions, teams, participants, services, events, sponsors, members or reputation:

- Do not under any circumstances post anything that could be interpreted as discriminatory, racist, homophobic or otherwise offensive to any majority or minority group.
- Use common sense. Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.
- Protect yourself and your privacy. Where possible, privacy settings on personal and club social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.
- Do not post or say anything that is dishonest, untrue or misleading. The CCC recommends erring on the side of caution and if in doubt, do not post or upload.
- Report all inappropriate use of social media relating to the CCC that could affect it’s players or brand reputation to the Social Media Director or a member of the CCC Committee.

Relevant links

https://www.community.cricket.com.au/clubs/marketing/social-media

https://www.esafety.gov.au/key-issues/esafety-guide

https://www.orsr.sa.gov.au/sport_and_recreation/managing_your_club_or_association/resources_to_help_you_run_your_club

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Social Media Director Role and Guidelines

Last updated: 13/05/2020

Social Media Director overview and purpose

Social Media, in particular Facebook and Instagram, are great ways for clubs to communicate with players and supporters on a regular basis in an environment most will visit frequently throughout the week. A strong following online also helps create and develop sponsorship opportunities for the club, as well as potential recruits looking for a club and foster a more immersive club culture.

Social Media Director role and guidelines

The following outlines the role of the Social Media Director of the Coromandel Cricket Club and the guidelines that this person should adopt in this role.

- Consistent adherence to and implementation of the CCC Social Media Policy
- Where possible, always post to the pages with an associated and relevant photo. This increases engagement.
- Posts should be spaced at appropriate intervals to keep interaction consistent.
- Posts should only refer to Coromandel Cricket Club or ASCA matters.
- The official Facebook page is linked to the Instagram page. Most (but not all) posts should be made on Instagram initially and shared to the linked Facebook before uploading. This is to maintain consistency across platforms. General addresses to the CCC community without an associated photograph can be made on Facebook only.
- Post regular photos of trainings, matches and social functions across all grades
- Where possible, ensure posts are evenly distributed across the A-E grades to foster an inclusive Social Media culture.
- Keep the colours and themes consistent with the club colours and theme
- Adopt official language where appropriate. Avoid the use of more casual terms which can be used in chats and member pages.
- Avoid posting photos with evidence of excessive alcohol consumption.
- Further guidelines may be included at a later date at the discretion of the Committee.

Rotational posting schedule guide

1. **Tuesdays:** A sponsorship promotion post regarding one of our sponsors with information about their services and a link to their company page.

2. **Thursday nights**:
    - Selection night = Team lists or links to MyCricket with selected teams ahead of the weekend's matches using the following template https://drive.google.com/file/d/1Ff7JyBoy7z8WgmxfPnn3UwL4mU7VnJOR/view?usp=sharing
    - Non-selection night = Thursday flashback. Post a scorecard or photo from a historically relevant CCC match with a brief caption/explanation.

3. **Saturday nights/Sunday mornings**: A recap of results or a state of play using the following template https://drive.google.com/file/d/1B9FFVOxY9OcGiUQdfLM-l158li8NLqvl/view?usp=sharing and include a link to MyCricket scorecards where possible.

4. **Mondays**: Player of the Week Profile using the following template https://drive.google.com/file/d/1R0Yv_D1R_GlGXm1WSdg3oBcLuJxdxnoY/view?usp=sharing with a current club or playing photograph of the player. These should be posted on a roughly E/D/C/B/A grade rotational basis for equity and inclusion purposes.

    Other possible post ideas (aim to post **1-2 per week** in addition to the above):
    - Current ladders across the grades
    - Training reminders
    - Upcoming game milestones/life member inductees
    - Statistical milestones (upcoming or achieved)
    - Throwback matches with a scoreboard from an interesting or historically relevant CCC match
    - Advertising and promotion of upcoming club and social functions where applicable
    - Off season posts: Player major award winners, player/coach signings, off season updates, AGM notifications, pre-season training dates

The club runs the following Social Media platforms as of the 2020-21 season:

Facebook page: Coromandel Cricket Club Est. 1862
https://www.facebook.com/CoromandelCricketClub1862/

Instagram: https://www.instagram.com/coromandelcricketclub/