

CRICKET LATROBE VALLEY SOCIAL MEDIA POLICY



Code of Conduct

1. Cricket Latrobe Valley, from hereon in called CLV, recognises that social media is an important part of the way members communicate. CLV actively encourages members (the term members from hereon in refers to CLV clubs, umpires & registered players) to participate in social media and share their experiences in cricket. CLV recognises the importance of the internet to improve and increase the flow of information, shaping public thinking about our organisation, members, sponsors and stakeholders. Accordingly, CLV will look to develop and maintain its own online social media presence through which it hopes to deliver content to its members and the public to develop and increase opportunities in cricket at all levels within the CLV catchment area.
2. However, CLV's public reputation is valuable and so are the reputations of CLV's members, sponsors and stakeholders, so CLV prohibits any communication on social media that is defamatory, obscene, proprietary, and misrepresentative of CLV or for commercial purposes.
3. Social media is a broad and changing concept. It generally refers to interactive electronic forums or online media where people are communicating, posting participating, sharing, networking or bookmarking. For the purposes of this by-law, social media extends to:
 - a. electronically communicated material, whether written, photographic, video, or audio, which is accessible by more than the member alone;
 - b. Facebook, YouTube, X (formerly twitter), Instagram, Tik Tok, Snapchat, LinkedIn, Wikipedia, Flickr and related domains;
 - c. Blogs; social networking sites; instant messaging; social bookmarking, media sharing and collaborative editing websites;
 - d. Any other forum which might reasonably be classified as social media as that term is generally understood; and
 - e. Any other forum for public comment

Prohibitions

4. When using social media, a person must not:
 - a. Abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose;
 - b. Impersonate or falsely represent any other person, including CLV or another member;
 - c. Abuse, harass or threaten any other person, including CLV or another member;
 - d. Make defamatory or libellous comments;
 - e. Use obscene, offensive, insulting, provocative or hateful language;
 - f. Post material that infringes the intellectual property rights of others;
 - g. Intrude upon the privacy of other members of CLV without the consent of such members;
 - h. Interfere with the conduct of any event run by CLV or with the role and responsibilities of CLV;
 - i. Comment in a way that may be construed as harming the reputation him or herself, another member or CLV, including its sponsors and stakeholders;

and related to Cricket Latrobe Valley's social media platforms only:

- j. Make excessive postings on a particular issue or post multiple versions of the same opinion or information on social media platforms operated by CLV;
- k. Promote commercial interests in social media platforms operated by CLV; or
- l. Without authority, post internet addresses, links to websites, email addresses or other personal information on social media platforms operated by CLV.

Consequences

- 5. CLV and its Members continually monitor online activity in relation to the social media of CLV and Members. CLV encourages Members to report detected breaches or suspected breaches of this Policy to the CLV Board, and any use of Social Media which is likely to harm CLV's reputation.
- 6. In circumstances of a breach or suspected breach of this Code of Conduct, CLV may:
 - a. make a necessary public comment such as a correction, clarification, contradiction or apology;
 - b. issue a formal warning;
 - c. report the member and direct the offending member to attend a tribunal hearing;
 - d. report any breach of any law to any local authority or wronged party;
 - e. take any disciplinary action available to it under this Member Protection Policy; or
 - f. exercise any of its available rights at law.
- 7. CLV expressly reserves the right to take any action, including dealing directly with Social Media providers, to remove any posted material that it considers to be in breach of this By-law.



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Power Station

Powering  alintaenergy