



Ballarat Cricket Association Policy 3

ELECTRONIC AND SOCIAL MEDIA

INTRODUCTION

This Electronic & Social Media policy should be read in conjunction with the Ballarat Cricket Association (BCA) [Code of Behaviour policy](#), [Vilification Policy](#) and [BCA Constitution](#) and is not intended to replace them.

The Ballarat Cricket Association recognises that electronic and social media tools are an effective and highly efficient form of communication, however, the use of such tools may have unintended or deliberate negative impacts on groups and/or individuals.

The BCA utilises and encourages the use of electronic and social media platforms and take great care to ensure no hurt, damage or negative outcomes towards its volunteers, member clubs, club members and other governing bodies occur. The expectation is that all those mentioned above are to reciprocate accordingly, as outlined in the following.

These guidelines provide an outline of the requirements to be observed by members of: -

- Ballarat Cricket Association Board, Committees and Employees
- Club Executive and Committee members
- Players representing their BCA club or Association
- Coaches representing their BCA club or Association
- Any other club affiliated person
- Past players and officials who are purporting to be part of BCA club

The guidelines are not exhaustive and there can be no substitute for common sense and good management by Association and club officials.



ASSOCIATION RESPONSIBILITY

BCA information regarding, but not limited to, events, policies, constitution, match day information, rules and by-laws may be communicated to members and the general public via [Facebook](#), [Email](#), [Instagram](#) & the [BCA website](#).

Additionally, the BCA will use social media platforms to communicate information relating to local businesses and sponsors who support the Association. It will also use social media platforms to assist clubs in promoting their events and stories and will share local media stories to the broader BCA community.

CLUBS AND CLUB REPRESENTATIVES/MEMBERS RESPONSIBILITY

When interacting with any member of the Ballarat Cricket Association or representing a club online, all members are expected to show respect, protection, and privacy for all those they interact with. Only nominated Club Executives or Junior Coordinators are to contact any official, member or employee of the BCA. All club correspondence must go through these channels only.

BCA members as listed above acting in any club or cricket related capacity must not:

- abuse, offend, intimidate, humiliate or bully any member, club or association,
- post material that is or might be construed as offensive, obscene, defamatory, threatening, discriminatory, hateful, racist, homophobic or sexist,
- make statements which are misleading, false or defame the reputation of any members, fellow clubs or associations,
- bring the BCA, Cricket Victoria/Australia or other relative governing body into disrepute,
- imply that you are authorised to speak on behalf of or as a representative of BCA,
- give the impression that the views you express are those of BCA,
- use the BCA logo or name in any format without the Association’s consent,
- use the identity or likeness of another member of BCA without their permission, or



- use or disclose any confidential information or personal information obtained in your capacity as a member of your club.

Please note, having an opinion on any situation or Association decision is accepted. That opinion must not turn to disparaging comment towards any individual or group involved in that situation. The BCA accepts that not everyone will agree all the time but will not tolerate any form of abuse either directly or indirectly using any platform.

NON-COMPLIANCE

Misuse of electronic/social media or breach of guidelines outlined will not be tolerated.

Any person that believes they are the victims of inappropriate use of electronic/social media should report it to any relevant club committee member or to the BCA (in writing or verbal) along with any evidence that may assist with an investigation.

Any BCA club will be held liable for the acts while representing/acting as their club if an individual cannot be determined to have breached the policy. This relates to any act under the banner of a club identity. For example, the 'Rebels CC' Facebook page makes a defamatory comment about the BCA, or another member club deemed a breach of policy.

Any club member will be held liable for any acts in breach of this policy. Individuals are solely responsible for their online conduct and will be liable if action is brought against them.

Clubs or individuals that fail to comply with this policy will be the subject of disciplinary action as outlined in the BCA [Code of Behaviour policy](#) and Offences and Penalties Procedural Document.

EDUCATION

The Ballarat Cricket Association will continue to promote awareness of this policy via electronic correspondence and social media platforms.

BCA Board, Committee, employees and other representatives will act as social media leaders and role models at all times. This policy applies to all members of the Ballarat Cricket Association and broader cricket community in the region.