



Approved by the BOM on 28/09/2025

# **RDCA Social Media Policy**

## **1.0 Purpose**

Social Media is an important business tool and allows Participants, Officials, Clubs and Associations to communicate and engage with a variety of audiences in a manner that is timely and cost-effective. The purpose of this Policy is to encourage positive and effective use of Social Media by Participants, Officials, Clubs and Associations while ensuring appropriate standards, which protect the interests and reputation of Australian Cricket.

The Policy also outlines the circumstances in which the use of Social Media will be monitored, and the actions which will be taken in respect of breaches of this policy.

## **2.0 Scope**

This Policy applies to all Ringwood and District Cricket Association Participants including players, umpires, coaches, volunteers and committee members.

This Policy applies to Social Media in the following situations:

- Cricket-related Social Media where the Cricket Participant is posting as a representative of the Association or Club on branded Social Media page or site; and
- Personal use of Social Media by a Cricket Participant when they are posting about the Association and/or Club including its Cricket Participants, teams, sponsors or other stakeholders.

## **3.0 Policy Detail**

### **3.1 Cricket-Related Social Media**

Only Association and Club representatives who are authorised as part of their role are permitted to post material or content on the page or profiles representing the entity. Such posts must be

consistent with the Spirit of Cricket and Values and must comply with 3.3 Expectations of Appropriate Social Media Use below.

### **3.2 Personal Use of Social Media**

Cricket Participants are encouraged to share their passion for cricket by posting photos and information to Social Media in a positive manner. Such posts must be consistent with the Spirit of Cricket and values of the Ringwood & District Cricket Association.

### **3.3 Expectations of Appropriate Social Media Use**

#### **a) Be respectful.**

All Cricket Participants must treat all others with dignity, courtesy and respect when using Social Media. Posts should be consistent with the State or Territory Cricket Association's Code of Conduct, Member Protection Policy, Australian Cricket's Framework for Safeguarding Children and Young People, and other relevant policies.

#### **b) Maintain Privacy and Confidentiality**

You may have access to sensitive, private and confidential information and intellectual property that is not in the public domain including information about Cricket Participants, sponsors or Australian Cricket entities. If you are unsure whether information is confidential, you must confirm with that person or organisation before it is posted.

#### **c) No disparaging comments**

Social Media posts made by Cricket Participants should in no way disparage other Cricket Participant, clubs or associations.

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

#### **d) Use of Image and Copyright**

If publishing photos or videos on Social Media that may contain children, prior consent is required as per the Australian Cricket Framework for Safeguarding Children and Young People.

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

Only publish material they have the right to publish. Do not upload or post content belonging to a third party unless you have obtained their explicit prior written consent.

## 4.0 Breach of Policy

4.1. If a Cricket Participant believes that they may have breached this Policy, they should immediately remove the relevant Social Media post or comment and discuss the matter with a Club or Association representative immediately.

4.2. If a Cricket Participant notices a post or comment posted by someone else that may be a breach of this policy, they are asked to take a screenshot and report the comment to a Club or Association representative who will be expected to lodge a report as per the RDCA Discipline and Protests Framework.

4.3 The Ringwood & District Cricket Association may refer any suspected breaches for investigation as per the RDCA Discipline and Protests Framework.

4.3. A serious breach may require the Club or Association to refer the incident to the State or Territory Cricket Association in accordance with the Member Protection or Complaints and Disputes Policy.

4.4 Where a suspected breach is found to be proven the investigation officer or Tribunal will classify the breach into one of the following categories and apply the associated penalty:

Category	Example	Minimum Penalty
Minor	Inappropriate language or mild offensive remarks.  Sharing unverified information that could cause confusion.  Posting content without consent (non-sensitive).  Using official logos/branding without permission.	Official Reprimand
Moderate	Repeated minor breaches.  Public criticism of players, officials, or clubs.	1 to 3 week suspension

	<p>Posting images/videos of minors without consent.</p> <p>Sharing confidential Association/club information.</p> <p>Misrepresenting the Association or club online.</p>	
Serious	<p>Harassment, bullying, or discriminatory content.</p> <p>Defamatory statements damaging reputations.</p> <p>Deliberate misinformation harming the Association or cricket.</p> <p>Posting offensive or compromising images/videos.</p> <p>Breaches that attract negative media attention.</p>	4 to 8 week suspension
Severe	<p>Repeated serious breaches.</p> <p>Threats of violence, hate speech, or extreme misconduct.</p> <p>Bringing the game, Association, or club into severe disrepute.</p> <p>Any illegal activity conducted via social media.</p>	<p>Minimum 8 week suspension</p> <p>Possible deregistration/termination of membership.</p> <p>Possible Referral to governing cricket bodies or legal authorities if required.</p>

The above are indicative examples only. The Tribunal or Investigating Officer reserves the discretion to determine the severity of any breach and may impose a higher sanction if deemed appropriate.

4.5 Any action taken under this policy does not preclude any individual or organisation from pursuing action through other bodies.