

Perth Cricket Club Social Media Policy

August 2027

1. Purpose

Perth Cricket Club recognises that social media is an important way to communicate with members, celebrate cricket, promote participation, and build community pride. This policy sets clear expectations for safe, respectful, inclusive, and responsible online behaviour by all people connected with the Club.

The policy supports the Club's commitment to protecting players, volunteers, officials, families, supporters, and the reputation of Perth Cricket Club, while aligning with the Spirit of Cricket and relevant cricket integrity, safeguarding, privacy, and member protection expectations.

2. Scope

This policy applies to all Perth Cricket Club players, coaches, team managers, committee members, volunteers, officials, parents and guardians, spectators, sponsors, life members, and any other person who represents or is associated with the Club online.

It applies to all forms of social media and online communication.

3. Principles

- Use social media in a way that is respectful, lawful, inclusive, and consistent with the values of Perth Cricket Club.
- Protect the safety, privacy, dignity, and wellbeing of all members, especially children and young people.
- Do not post, share, like, endorse, or comment on material that may be bullying, harassing, abusive, discriminatory, defamatory, misleading, offensive, threatening, or otherwise harmful.
- Think before posting: online content can be copied, shared, screenshotted, and retained permanently.
- Do not speak on behalf of the Club unless authorised to do so.

4. Official Club Social Media Accounts

Official Perth Cricket Club social media accounts must be approved by the Committee and administered only by authorised people. Account administrators must use appropriate security settings, maintain strong passwords, and ensure that posted content is accurate, respectful, relevant, and consistent with Club values.

Official Club channels should be used to promote fixtures, results, events, registrations, volunteer opportunities, sponsors, achievements, community activities, and Club-approved announcements. Content should not be used for personal disputes, selection debates, disciplinary matters, confidential issues, or criticism of individuals, teams, officials, associations, opponents, or governing bodies.

5. Personal Social Media Use

Members are responsible for their personal online conduct when their connection to Perth Cricket Club is visible or could reasonably be inferred. This includes posts, comments, images, videos, livestreams, direct messages, group chats, reactions, tags, shares, and profile information.

Personal opinions should not be presented as official Club views. If discussing cricket-related matters online, members should be respectful, factual, and mindful that their behaviour can affect the Club, teammates, officials, volunteers, sponsors, and the broader cricket community.

6. Children and Young People

Perth Cricket Club is committed to creating a safe, positive, and enjoyable environment for children and young people involved in cricket. Online communication with children and young people must be transparent, appropriate, cricket-related, and never one-on-one between an adult and a child or young person unless a parent, guardian, or another authorised Club representative is included.

- Coaches, managers, volunteers, and officials must not privately message, friend, follow, or request to follow children or young people through personal social media accounts for Club-related purposes.
- Team communications should use approved group channels and should include parents or guardians where junior players are involved.
- Communication must relate directly to cricket activities, such as training, matches, team logistics, safety, or Club events.
- Any online behaviour that may involve grooming, abuse, harassment, bullying, intimidation, or harm must be reported immediately in accordance with Club safeguarding and reporting procedures.

7. Photos, Videos, Livestreaming, and Player Privacy

Photos, videos, and livestreams are valuable for celebrating participation and promoting the Club. However, they must be used carefully, particularly where children and young people are involved.

- Images should be respectful, appropriate, and connected to Club activities.
- Do not publish personal details such as addresses, phone numbers, school details, medical information, private family circumstances, or other sensitive information.
- Do not use images or videos in a way that humiliates, ridicules, exploits, or places a person at risk.

- Reasonable steps should be taken to respect requests from players, parents, guardians, or members who do not wish to be photographed, filmed, tagged, or identified.
- Livestreaming junior matches or activities should only occur where permitted by the competition, venue, Club authority, and relevant safeguarding expectations.

8. Unacceptable Online Conduct

The following conduct is not acceptable when connected to Perth Cricket Club, cricket participation, Club activities, or Club members:

- Bullying, harassment, intimidation, vilification, abuse, threats, or discrimination.
- Comments that are racist, sexist, homophobic, transphobic, ableist, ageist, culturally unsafe, or otherwise discriminatory.
- Defamatory or damaging comments about players, coaches, officials, volunteers, selectors, umpires, opponents, clubs, associations, sponsors, or governing bodies.
- Posting confidential Club information, selection discussions, disciplinary matters, personal information, medical information, or private communications without authority.
- Sharing images, videos, or comments that may harm the reputation of the Club or cricket.
- Impersonating the Club, creating unauthorised Club accounts, or using Club logos, names, or branding without approval.
- Using social media to inflame disputes, criticise decisions, or undermine officials, volunteers, teammates, or opponents.

9. Reporting Concerns

Anyone who becomes aware of concerning online conduct should report it promptly to the Club President, Secretary, Child Safety Officer, or another appropriate Club representative. Where a child or young person may be at immediate risk of harm, emergency services should be contacted immediately.

Members are encouraged to keep evidence of concerning online conduct, such as screenshots, dates, platform details, usernames, messages, links, and names of any witnesses. Serious online abuse may also be reported to the relevant platform, eSafety Commissioner, Cricket Australia integrity channels, WA Cricket, police, or another appropriate authority.

10. Responding to Breaches

Perth Cricket Club may take action where a person breaches this policy. The response will depend on the seriousness of the conduct and may include asking for content to be removed, issuing a warning, requiring an apology, restricting access to Club communication channels, referring the matter under the Club's code of conduct or disciplinary process, notifying an association or governing body, or referring serious matters to external authorities.

Where possible, the Club will respond fairly, confidentially, and promptly, while prioritising safety, privacy, natural justice, and the wellbeing of affected people.

11. Roles and Responsibilities

- The Committee is responsible for approving, reviewing, and overseeing this policy.
- Authorised account administrators are responsible for managing official Club social media accounts in accordance with this policy.
- Coaches, managers, officials, and volunteers are responsible for modelling appropriate online conduct and following junior communication requirements.
- Players, parents, guardians, supporters, and members are responsible for using social media respectfully and reporting concerns promptly.

12. Approval and Review

This policy should be approved by the Perth Cricket Club Committee and reviewed at least annually, or earlier if required due to changes in Club operations, cricket integrity requirements, safeguarding expectations, privacy obligations, technology, or relevant law.