

ESCC Social Media Policy



Social media is an important tool for sporting, social and community engagement, and the East Sandringham Cricket Club (ESCC) embraces the use of social media and networking sites by its members and associates to connect with each other and the broader cricket community.

Nevertheless, social media can be used in ways that the club considers inappropriate. ESCC wishes to avoid inappropriate social media practices and promote its positive and respectful use. 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.

In the context of this policy and associated guidelines it refers to:

- Electronically communicated material, whether written, photographic, video or audio that is accessible by more than one member or associate.
- Platforms and sites including Facebook, YouTube, Twitter, MySpace, LinkedIn, Wikipedia, Flickr, blogs, Snapchat, instant messaging, texting, media sharing, social bookmarking and collaborative editing sites.
- Any other forum that might reasonably be classified as social media as the term is generally used and understood.
- All social media platforms, including sites maintained and operated by ESCC and sites and/or profiles used and maintained by individual club members.

This policy and associated guidelines have been developed to protect the integrity of the club and its members. The guidelines provide a clear statement of expectations regarding references to ESCC, or its members and affiliates, as part of social media and networking activities.

Members and affiliates of the ESCC are deemed representatives of not only our cricket club but the South East Cricket Association (SECA).

The East Sandringham Cricket Club Committee of 2017/2018 endorses and supports this policy statement and the associated guidelines.