

## Appendix M SOCIAL MEDIA USE POLICY

**New version July 2025**

**Applies to all QSDCA Participants and Competitions**

### **Purpose**

Social media is an important business tool and allows Affiliated Clubs, Associations and Indoor Centres to communicate and engage with a variety of audiences in a manner that is timely and cost-effective. The purpose of the Social Media Use Policy is to encourage positive, responsible and safe use of Social Media by the Association, Affiliated Clubs and all Cricket Participants in QSDCA Competitions while ensuring appropriate standards, which protect the interests and reputation of Australian Cricket.

This Policy helps Cricket Participants understand the parameters for use of personal Social Media accounts and the responsibilities of Cricket Participants when using the Social Media accounts of Cricket Organisations. It 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.

This Policy does not apply to Cricket Participants using Social Media for personal expression or other online activities in their personal life, independent of their relationship to the Cricket Organisation.

### **Australian Cricket Commitment to Online Safety**

Cricket Australia has signed the [Online Safety Statement of Commitment](#) alongside 23 other major sporting organisations from around Australia, to actively support the work of the Commonwealth Government eSafety Commissioner to help keep all Australians safe online.

### **Scope**

This Policy applies to all QSDCA 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 QSDCA on branded Social Media pages or sites; and
- Personal use of Social Media by a Cricket Participant whenever they are identifiable as a QSDCA member and when they are posting about QSDCA including it Cricket Participants, teams, sponsors or other stakeholders.

## **POLICY DETAIL**

### **1.1 Cricket Related Social Media**

Only QSDCA 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 1.3 Expectations of Appropriate Social Media Use below.

### **1.2 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 the values of QSDCA.

Just like behaviour on the pitch, Social Media posts and interactions must reflect the Spirit of Cricket and values of your club. When using Social Media, Cricket Participants should consider the following:

- Would I want my family, friends, team or coach to see this post?
- Am I revealing any confidential or sensitive information?
- Could my post damage the reputation of my Club, Association or Australian Cricket?
- Is my post disrespectful, unkind or harmful to others?

- Could my post be viewed as discriminatory, defamatory or in breach of any Integrity policies or Federal, State or Territory legislation?

### **1.3 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, Members Protection Policy, Australian Cricket's Framework for Safeguarding Children and Young People, and other relevant policies.

As a general guide, if a comment is not appropriate within the workplace, then it is also not appropriate on Social Media. Posting material, statement, comment or views that is or considered to be offensive, obscene, defamatory, harassment, bullying, discriminatory, racist, sexist, homophobic, biphobic, transphobic, infringes copyright, or is unlawful is prohibited conduct. If Social Media content is posted by someone else that may be considered prohibited conduct, it is recommended that you do not 'like' or become involved in that post in any way.

#### **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.

Be mindful of who you share confidential or private information with and how it is shared within to ensure that it is not inadvertently made public. For example, when using a closed Facebook 'Group', posts are accessible by all group members and images or posts can be "screenshot" and shared externally without knowledge. If you publish photos or videos on Social Media that have children, you must have parental consent. Do not share confidential personal information or intellectual property obtained via your role in a Cricket Organisation or its Stakeholders online. For example, information that you can view or access in PlayHQ that is not publicly available should not be downloaded and stored on your personal device and/or shared with others. You should never share your personal ID or logon details or use the ID or logon details of another person (without express permission) or otherwise impersonate any other person.

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

Social media posts made by Cricket Participants should in no way disparage other Cricket Participants, Clubs or associations. Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

When posting online consider the digital footprint and ensure that your online presence and reputation reflects the personal image you want to display. As a Cricket Participant if a post, comment, statement or view is made and determined by the relevant Cricket Organisation to be unacceptable, you may be asked to remove the post, comment, statement or view prior to returning to Cricket. Further action may be taken by the Cricket Organisation against the Cricket Participant in accordance with relevant policies or code.

#### **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 you have a right to publish. Do not upload or post content belonging to a third party unless you have obtained the subject's explicit prior written consent.

### **e) Being targeted by poor conduct on Social Media**

Cricket Participants and clubs may be targeted by poor behaviour online, as a result of being involved in our sport. This can be by other members, or unknown sources. It could include comments, posts and messages that are offensive, obscene, defamatory, harassment, bullying, discriminatory, racist, sexist, homophobic, image-based abuse, or unlawful. The wellbeing and safety of all Cricket Participants is vital. Like poor conduct or issues that occur in-person, poor conduct online should be dealt with swiftly and/or reported to your Club and/or State or Territory Cricket Associations MPIO. If someone is targeted by online abuse refer to the relevant Member Protection, Complaints and Resolutions or other relevant policies. You can also take extra steps to report serious online abuse.

- Collect evidence – take screenshots of what has happened and where
- Report to platform – report harmful posts or profiles to the online service or platform first
- Report to eSafety \*– if the platform doesn't respond, report to eSafety. Image-based abuse should be reported immediately to eSafety
- Stop contact, tighten security and prevent sharing on Social Media accounts.

\* The eSafety Commissioner (eSafety) is an Australian Government Organisation that can help deal with serious online abuse or illegal and restricted online content. In the most serious cases, eSafety can direct an online service or platform to remove harmful content that has been sent, posted or shared about them.

### **BREACH OF POLICY**

2.1 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.

2.2 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 their Club or a QSDCA representative.

2.3 A breach of this Policy may be considered serious and 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.

### **RELATED DOCUMENTS, LEGISLATION AND STANDARDS**

This document should be read and implemented in conjunction with:

- Code of Conduct relevant to the State or Territory Cricket Association
- Member Protection Policy relevant to the State or Territory Cricket Association
- Australian Cricket's Framework for Safeguarding Children and Young People
- Community Cricket Social Media Use Guidelines
- Relevant Federal, State or Territory Legislation, including The Online Safety Act 2021

## DEFINITIONS

Affiliated Associations, Clubs and Indoor Centres means any cricket association or club or indoor centre that has agreed to be bound by this Policy including **Queensland Sub-districts Cricket Association (QSDCA)**.

**Cricket Participant** means:

- 1 Directors, committee members and officers of **Queensland Sub-districts Cricket Association (QSDCA)**
- 2 Employees, consultants or contractors of **Queensland Sub-districts Cricket Association (QSDCA)**
- 3 Volunteers of **Queensland Sub-districts Cricket Association (QSDCA)**
- 4 Players that are registered with or entitled to participate in the activities of **Queensland Sub-districts Cricket Association (QSDCA)**
- 5 Coaches (including assistant coaches), who:
  - a hold a Cricket Coaches Australia Accreditation unless the coach falls within the definition of Australian Cricket Personnel;
  - b are appointed and/or engaged by **Queensland Sub-districts Cricket Association (QSDCA)**
  - c have an agreement (whether or not in writing) with an Affiliated Association, Club or Indoor Centre to coach in a facility owned or managed by the State and Territory Cricket Association; or
  - d have an agreement (whether or not in writing) with an Affiliated Association, Club or Indoor Centre to coach in a facility owned or managed by the Affiliated Association or Club
- 6 Umpires, selectors and other officials, who:
  - a hold a Cricket Umpires Australia Accreditation unless the umpire falls within the definition of Australian Cricket Personnel; or
  - b umpire or officiate cricket matches for Affiliated Associations, Clubs or Indoor Centres
- 7 Cricket Blast Coordinators
- 8 Team support staff;
- 9 Parents/guardians holding a specific role within **Queensland Sub-districts Cricket Association (QSDCA)** (including regular scorers); and
- 10 Any other person who has agreed to be bound by this Policy

**Social Media** means any online media (including websites and applications whether on a desktop computer, tablet or mobile device) that allows Cricket Participants to create, share, broadcast or exchange information, ideas, and pictures/videos in virtual communities and networks. Commonly used Social Media platforms in Australia include Facebook, Instagram, TikTok, WhatsApp, YouTube and many others.

**Spirit of Cricket** means the Preamble to the Laws as published by the Marleybone Cricket Club which promotes respect, fairness, and positive conduct by all participants, upholding the game's values beyond its Laws.

Adapted from the **CA Social Media Use Policy** template at

<https://resources.playcommunity.pulselive.com/playcommunity/document/2025/07/03/902926b7-3788-4e19-88ba-3455e839afd8/Cricket-Participant-Social-Media-Use-Policy-Template.pdf>

And PlayCricket Social Media Use Guidelines at

<https://play.cricket.com.au/community/resources/player-safety/social-media>