

# NORTHERN CRICKET UNION OF IRELAND

## SOCIAL MEDIA POLICY

### POLICY OVERVIEW AND PURPOSE

Social media is a vital means of communication of information about cricket in the NCU; it serves to inform and to promote the game. This policy seeks to encourage the use of social media whilst providing guidance to minimise risk and protect those involved.

This policy is complementary to the NCU's core values of fair play, equality, integrity and respect and accords with the safeguarding principles of Cricket Ireland's Code of Ethics & Good Practice. It should be read together with the Social Media Guidance already published for age grade players, parents, guardians, coaches, managers and volunteers.

The NCU considers that each individual member club should adopt its own social media policy to further ensure adherence to these guidelines.

### COVERAGE

This policy applies to all persons who are involved with the activities of the NCU, whether they are in a paid or unpaid capacity, including:

- Persons appointed or elected to the board, directorates or any sub-committee
- Employees of the NCU
- Coaches, assistants and managers
- Officials, including umpires and scorers
- Affiliated clubs
- Players representing the NCU at any level
- Players representing member clubs
- Members of any club in the NCU

### SCOPE

Social media refers to any online tools or platforms that allow communication or content sharing via the internet. This includes:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, etc)
- Video and photo sharing websites or apps (e.g YouTube, Instagram, Flickr, TikTok, etc)
- Blogs and microblogging platforms (e.g. Tumblr, Wordpress, etc)
- NCU and club websites
- Live broadcasting apps (e.g. Periscope, etc)
- Podcasting
- Online encyclopaedias (e.g. Wikipedia)
- Instant messaging (e.g. WhatsApp, Snapchat, etc)
- Public and private discussion boards and forums
- Any other technologies that permit the uploading and sharing of content

This policy is applicable when using social media:

As an officially designated individual representing the NCU on social media; or

To post content in relation to the game of cricket within the NCU.

## **USING SOCIAL MEDIA IN AN OFFICIAL CAPACITY**

Before posting any content on social media in relation to the NCU you must be authorised either by the Chairman or the General Manager so to do.

## **GUIDELINES**

You must adhere to these guidelines when using social media relating to the NCU or cricket within the NCU.

Use common sense. If you are unsure as to whether to post content, refrain from doing so until you have sought advice from others.

Protect privacy. Refrain from posting any content (even where only intended to be shared privately) unless you are sure that you would be happy for anyone to see it.

Be honest. Do not say anything which is untrue or misleading. If you are in doubt, check the source of the information and if you remain unsure, do not post.

Respect confidential information. Do not post content where consent has not been sought and given.

Seek permission to use images from the owner of the copyright.

Do not post anything which contains illegal or indecent content, including anything which is defamatory or vilifying.

Do not post any content which is offensive, harassing, intimidating, bullying, racist, sexist, sectarian, hateful or otherwise inappropriate.

If you make an error in posting content, correct it without delay and accept responsibility for the mistake.

## **POLICY BREACHES**

Breaches of this policy include, but are not limited to:

Posting or sharing any content which is abusive, harassing, threatening, demeaning or defamatory.

Posting or sharing any content which includes obscene, insulting, offensive or hateful language.

Posting or sharing any content which if said in person during a game would constitute a breach of the Disciplinary Bye-Laws.

Posting or sharing any content which is illegal.

Posting or sharing any content which gives rise to or condones discrimination on the grounds of sex, sexual orientation, race, religion or political belief.

Posting or sharing any material which infringes the intellectual property rights of others.

Posting or sharing any information which was provided by the NCU on a confidential basis.

Posting or sharing any content which brings the NCU, its officials, members or sponsors into disrepute.

## **REPORTING A BREACH**

If you notice inappropriate content online in relation to any matter pertaining to the NCU and/or its member clubs, you should report this immediately to the Chairman or General Manager of the NCU.

## **INVESTIGATION**

Any breach of this policy may be investigated in accordance with the Disciplinary Bye Laws and, if considered necessary, may be reported to the police. In the case of any employee of the NCU, any breach may be investigated under the NCU's Disciplinary Procedure.

