



Est. 1919

GDCA Social Media Guidelines

The Gisborne and District Cricket Association (GDCA) recognises that social media is an important part of the way members communicate. The GDCA actively encourages members to participate in social media and share their experiences in cricket. The GDCA also recognises the importance of the internet to improve and increase the flow of information shaping public thinking about cricket, our clubs, umpires and sponsors. Accordingly, the GDCA will look to continue to develop and maintain its own online social media presence through which it hopes to deliver content to clubs and the public to develop and increase opportunities in cricket at all levels across the association.

However, the GDCA's public reputation is valuable and so are the reputations of GDCA clubs, sponsors and umpires. Therefore, the GDCA prohibits any communication on social media that is defamatory and obscene towards other players, umpires and sponsors, and/or misrepresentative the GDCA.

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. For the purposes of these guidelines, social media extends to:

- electronically communicated material, whether written, photographic, video, or audio, which is accessible by more than the member alone;
- Facebook, YouTube, Twitter, MySpace, LinkedIn, Wikipedia, Flickr, Snapchat and related domains;
- Blogs; social networking sites; instant messaging; social bookmarking, media sharing and collaborative editing websites;
- Any other forum which might reasonably be classified as social media as that term is generally understood; and
- Any other forum for public comment

Prohibitions

- Abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose;
- Impersonate or falsely represent the GDCA, umpires, member clubs of the GDCA or individual members of GDCA clubs;
- Abuse, harass or threaten the GDCA, umpires, member clubs of the GDCA or individual members of GDCA clubs;
- Make defamatory or libelous comments;
- Use obscene, offensive, insulting, provocative or hateful language;
- Intrude upon the privacy of other members of the GDCA without the consent of such members;
- Comment in a way that may be construed as harming the reputation of him or herself, another member, or the GDCA, including its board, umpires and sponsors;

And related to GDCA social media platforms only:

- Make excessive postings on a particular issue or post multiple versions of the same opinion or information on social media platforms operated by the GDCA;
- Promote commercial interests in social media platforms operated by the GDCA; or
- Without authority, post internet addresses, links to websites, email addresses or other personal information on social media platforms operated by the GDCA.

Consequences

Minor transgressions of these guidelines by participants in the Association's social media presence will be given a warning, and following a subsequent transgression, removal from the social media site (where possible). Subsequent transgressions would see the person or persons brought before the GDCA Tribunal for bringing the game and/or the Association into disrepute, and following this, may be subject to fines, suspensions and bans.

Major transgressions of these guidelines by participants in the Association's social media presence will be required to face the GDCA Tribunal for bringing the game and/or the Association into disrepute.