



KNOX BORONIA CRICKET CLUB INC.

MILLER RESERVE, MOUNTAIN HWY, BORONIA

ABN 92 001 084 034

Social Media Policy

1. Purpose

This policy outlines guidelines for responsible and respectful use of social media by all members and representatives of Knox Boronia Cricket Club (hereafter "the Club"). It is designed to protect the reputation of the Club and ensure online activity reflects the values of sportsmanship, inclusivity, and professionalism.

2. Scope

This policy applies to:

- Players;
- Coaches and team officials;
- Committee members;
- Volunteers and staff; and
- Any person posting on behalf of the Club or using its name/logo.

It covers all social platforms including (but not limited to): Facebook, Instagram, Twitter/X, TikTok, YouTube, WhatsApp, Threads, and personal blogs.

3. Acceptable Use

Members are encouraged to:

- Promote club activities and achievements in a positive light;
- Share team updates, match photos, training info, and cricket-related content;
- Respect the privacy and rights of teammates, opponents, officials, and Club affiliates; and
- Use the Club's name, brand, and logo in an appropriate and authorized manner.

Contact details:

President: Karan Chadha 0431 057 497

Secretary: James Irvine 0488 751 192

Vice President: Jarrod Walker 0413 244 638

Treasurer: James Prendergast 0406 846 765

4. Unacceptable Use

The following behaviors are strictly prohibited:

- Posting offensive, defamatory, discriminatory, or abusive comments;
- Sharing confidential club information without authorization;
- Publicly criticizing teammates, coaches, opposition, umpires, or Club management;
- Engaging in cyberbullying, harassment, or personal attacks;
- Posting images or videos that reflect poorly on the Club (e.g., inappropriate conduct, alcohol abuse while in Club attire); and
- Impersonating the Club or posting as an official spokesperson without permission.

5. Player Conduct

Players are expected to:

- Represent the Club with integrity both on and off the field;
- Avoid posting during matches or training without approval;
- Never post content that could bring the Club or cricket into disrepute; and
- Understand that their public profiles reflect on the Club.

6. Disciplinary Action

Breaches of this policy may result in:

- A formal warning;
- Temporary or permanent suspension from the Club;
- Reporting to the relevant governing body (e.g., local cricket association); and/or
- In serious cases, legal action.

7. Administration

This policy is overseen by the Club Committee.

Questions or concerns can be directed to the Club Secretary or President.

The policy will be reviewed annually or as needed.

8. Acknowledgement

By being part of the Club, all members agree to abide by this policy.

Contact details:

President: Karan Chadha 0431 057 497

Secretary: James Irvine 0488 751 192

Vice President: Jarrod Walker 0413 244 638

Treasurer: James Prendergast 0406 846 765