KACC SOCIAL MEDIA GUIDELINES

Background

Social Media offers the opportunity for people to gather in online communities of shared interest to create, share or consume content.

Globally, the interest and participation in social media is growing at phenomenal rates. This interest also extends to corporations who are recognising that social media offers new opportunities to engage in conversations with customers, and other communities with shared interests.

KACC embraces social media as an important tool for the engagement of stakeholders, including fans, media, sponsors and participants.

It is important not to be afraid of social media. If used correctly and most importantly, with common sense, it is a wonderful tool to help promote cricket.

This policy applies to all KACC members.

Social Media Tools

Social media tools include, but are not limited to, the following:
Facebook, Twitter, Instagram, YouTube, MySpace, Pinterest, Google +, Vine, Flickr, Wikipedia, online discussions and forums, personal websites and blogs.

Public space and comment

What you post online is not anonymous. Assume that anything you post can be traced back to you, and KACC & CCCA.

While we are allowed to speak about cricket, and cricket issues, via their personal accounts, recognise that any post you make online may be deemed as a 'public comment' and could be used by others.

The web is permanent and mistakes cannot be easily retracted, if at all.

Guiding Principles for personal Social Media Accounts

Don't tell secrets

The guidelines for the use of social media complement existing requirements with regard to confidentiality and other ethical standards. If you're not sure if something needs to be kept confidential, then it probably should.

Write as an expert

It's fine to talk about cricket – in fact you have the ability to provide a unique perspective. Share your insights, knowledge, personality and passion. The line between your personal life and professional life is no longer a clear boundary so consider carefully who you're communicating to and who else may be listening. Basically, do not guess.

Be honest

Authenticity, transparency and honesty are always valued highly – and especially online. Do not blog anonymously or use fake names. Don't say anything that is untrue or misleading. Identify yourself and your role when blogging about topics relating to cricket.

Be respectful

Respect your audience and don't use comments that are defamatory, obscene, insulting, objectionable, ethnic slurs, etc. Avoid arguments and respect facts. Some discussions are better had offline rather than degenerate into slanging matches. Respect people's privacy and don't publish personal details and photographs without permission. Like with most comments that you think might be inflammatory, wait 24 hours if you are unsure whether to send and then decide.

What you say says a lot about you

What you post online gives people an insight into your character/brand so consider what messages you are sending. Is there a pattern emerging that paints a picture of you that you'd find hard to explain? Steer clear of chatter on subjects that might paint you in a bad light – it's easier to avoid these than try to argue the context after the event. The media, the public, current and future sponsors and employers can interpret what you've posted cynically or critically – so bear this in mind.

Protect your privacy and the privacy of others

Ensure your privacy settings are appropriate for the intended use of any social media platform. Please also respect the privacy of others and refrain from posting comments, images etc of friends or players which they might not appreciate being in the public sphere.

Include a disclaimer

It is good practice when you are blogging or posting in an unofficial capacity to make it clear who you work for but that your comments are not those of the organisation. This is more in the interests of transparency rather than as legal protection.

Address errors

Put your hand up when you've made a mistake and correct it swiftly where possible.

Be copy right

Respect copyright laws and never claim the work of others as your own. It is considered good general practice to link to others' work rather than reproduce it.

Examples of Poor Use of Social Media

Be aware of who could be listening

Twitter user @theconner was happy as she had just landed a well-paid job from internet company Cisco, but was not sure whether to accept.

She tweeted the following: "Cisco just offered me a job! Now I have to weigh the utility of a fat pay check against the daily commute to San Jose and hating the work."

However soon after the company rescinded the offer tweeting: "Who is the hiring manager? I'm sure they would love to know you will hate the work. We here at Cisco are versed in the web."

Tips

Facebook

- Ensure your Privacy Settings are adequate. (Settings – Account Settings/Privacy Settings)
- Regularly review both Facebook's Privacy Policy and your own settings
- Don't allow friends to check you in to places. Do you really want people to know where you are and at what times?
- Set Facebook to inform you every time you have been tagged in a post or a photo so that you know what content is out there about you
- Think about who you accept as a friend
- Think twice about accepting work colleagues / players as friends. Do you want to know everything about them and vice/versa? Will it impact on your professional relationship with them?

Twitter

- You can protect your tweets so that only approved followers can view your content (Settings – Tweet Privacy)
- Disable Tweet location. Do you really want people to know where you are all the time?
- Don't tweet when angry or drunk
- Don't criticise the team, organisation, opposition states etc where it may cause difficulties for fellow workmates or the team
- As a rule don't tweet anything you wouldn't want your Grandma to read!

Instagram

- Approve who can follow you and see your photos (Edit Profile – turn on "Photos are Private")