Broadbeach Robina Cricket Club

Social Media Usage Policy

Effective Date: 3 December 2025

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1. Purpose

The Broadbeach Robina Cricket Club (BRCC) recognises that social media is an important communication tool for members, volunteers, parents, and supporters. This policy ensures all participants understand their responsibilities when representing the club online and helps maintain a positive and respectful environment across all digital platforms.

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2. Scope

This policy applies to all BRCC players, coaches, volunteers, committee members, parents, supporters, and any individual representing the club in an official or unofficial capacity.
It covers all forms of social media, including (but not limited to):
Facebook, Instagram, TikTok, Twitter/X, YouTube, Snapchat, WhatsApp groups, Messenger, personal blogs, forums, online comments, and any other digital communication platform.

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3. Key Principles

All members must ensure their social media activity:

3.1 Positively Represents the Club

- Speak about BRCC in a positive and constructive manner.
- Celebrate club achievements, community spirit, and good sportsmanship.
- Ensure that comments do not harm the club's reputation, programs, sponsors, or partnerships.

3.2 Respects All Individuals and Groups

- Treat all members of the cricketing community with courtesy and respect.
- Avoid comments that may be discriminatory, offensive, abusive, threatening, or harassing.
- Be mindful of how posts may affect teammates, opponents, umpires, volunteers, and members of the broader Gold Coast community.

3.3 Upholds the Values of Cricket Australia and Queensland Cricket

- Demonstrate sportsmanship and integrity in all online interactions.
- Support inclusion, diversity, and fair play.

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4. Acceptable Use

Members may:

- Share positive updates about their cricket experience, team achievements, or club events.
- Use social media to promote BRCC activities, fundraisers, and community engagement.
- Tag or reference BRCC in posts that reflect the club's values.
- Report inappropriate online behaviour to club officials.

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5. Unacceptable Use

Members must NOT:

- Post negative, derogatory, or harmful comments about BRCC, its members, committee, coaches, or volunteers.
- Criticise umpiring decisions, opposition teams, officials, or governing bodies.
- Post content that is discriminatory, racist, sexist, homophobic, defamatory, or otherwise disrespectful.
- Share confidential club information, internal disputes, or sensitive matters.
- Engage in cyberbullying, trolling, or online arguments representing the club.
- Publish images of minors without parental consent.

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6. Club-Managed Social Media Accounts

- Only authorised individuals may post on official BRCC platforms.
- Posts must align with club messaging, branding, policies, and community standards.
- The club reserves the right to remove inappropriate comments or posts made on official pages.

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7. Disciplinary Actions

Breaches of this policy may result in:

- A formal warning.
- Removal of posts or content.
- Temporary or permanent exclusion from BRCC social media platforms.
- Suspension from training, matches, or leadership roles.
- Escalation to Cricket Gold Coast, Queensland Cricket, or Cricket Australia if required.

The club committee will review breaches in a fair and confidential manner.

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8. Reporting Concerns

Members who witness concerning or inappropriate online behaviour are encouraged to contact:

- The Club President
- The Senior Coach
- The Junior Coordinator
- Any Committee Member

Reports will be addressed respectfully and confidentially.

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9. Policy Acceptance

All members (and parents/guardians of junior members) agree to this policy upon registering with BRCC.

Continued involvement with the club signifies ongoing acceptance and understanding of these responsibilities.