



REDLANDS CRICKET INC

SOCIAL MEDIA POLICY

Policy aligned to current Queensland child safety settings, Queensland Cricket integrity expectations and current online safety guidance for sport

Document owner	Committee / President	Approved by	Committee / Board
Version	2.0	Status	Approved
Approval date	9 th July 2026	Review date	12 months from approval or earlier if required
Effective date	9 th July 2026	Next review	9 th July 2027
Supersedes	Social Media Policy dated 23 February 2022	Related documents	Code of Conduct (Off-Field); Code of Behaviour (On-Field); Complaints Handling Policy; Member Protection Policy; Blue Card Policy; Child and Youth Risk Management Strategy; relevant Queensland Cricket and Australian Cricket integrity and safeguarding materials

1. Purpose

Redlands Cricket Inc (RCI) recognises that social media and other online communication tools are an important part of modern club communication, community engagement and promotion. This policy sets out the standards expected when social media or online platforms are used in connection with RCI, its people, teams, programs, sponsors, events or reputation. This policy is intended to support safe, respectful, professional and lawful online environment for all participants.

This Code operates alongside RCI's other conduct, safeguarding and integrity policies and is intended to be read together with them.

2. Scope

This policy applies to official RCI social media accounts, pages, channels and online communities; members, players, staff, coaches, officials, committee members, volunteers and others who post as an authorised representative of RCI; and personal online activity where the content is connected to RCI or could reasonably be seen as affecting RCI, its members, teams, events, sponsors, stakeholders or reputation.

3. What is covered by this policy

For the purpose of this policy, social media includes social networking platforms, messaging platforms, online forums, blogs, comment sections, video and image platforms, livestreaming services, review sites and any other technology that enables users to publish, share or interact with content online.

4. Official club accounts

Only RCI committee authorised people may create, administer or post on official club social media accounts. Official social media engagement should be transparent, professional, regularly monitored, moderated in line with its policies and codes of conduct.

Official posts should be accurate, timely, consistent with RCI branding, and aligned with RCI's governance and communication settings.

5. Personal use where the RCI is connected

RCI recognises that members and officials may use social media personally. However, where a person's online behaviour is connected to RCI, or where the person can reasonably be identified with RCI, they are expected to behave in a way that does not damage RCI's reputation or undermine a safe and respectful environment.

A person must not represent, or imply that they are authorised, to speak on behalf of RCI unless they have been expressly authorised to do so by the RCI committee

6. Expected online conduct is

- To act respectfully and professionally,
- Check facts before posting material presented as factual,
- Avoid misleading, dishonest or deceptive statements.
- Avoid content that is abusive, harassing, bullying, threatening, discriminatory, hateful, sexually inappropriate, defamatory or otherwise offensive.
- Avoid conduct that would likely bring RCI, its participants, teams, sponsors, partners or the game of cricket into disrepute.
- Comply with the RCI's Code of Conduct, Code of Behaviour, Member Protection Policy, and Complaints Handling Policy.
- Be familiar with the child safeguarding framework; RCI will not tolerate online conduct that breaches this policy or undermines a safe, respectful or child-safe environment.
- RCI committee may appoint or delegate responsibility for official club social media administration and overview.

7. Confidentiality, privacy and consent

RCI participants must respect confidentiality and not disclose confidential, sensitive or private information obtained through their involvement with RCI. Public posts, images or messages can be copied, shared and become permanent even when posted in a limited setting.

- Consent should be obtained before posting a clearly identifiable image of a person in a club-controlled context where consent is needed.
- Personal or sensitive information must not be published without proper authority.
- Requests to remove content concerning another person should be acted on promptly and appropriately.

8. Children and young people

In line with the RCI's Blue Card Policy, Child and Youth Risk Management Strategy and safeguarding framework, RCI will apply a stricter approach whenever children or young people are involved in online content or communications

- Adults in club roles should not use unnecessary direct messaging with children through personal social media accounts.
- Where social media or private messaging is used for club-related communication involving children, parent or guardian channels or approved club communication channels should be used where appropriate.
- Photos, video, livestreams and player data involving minors must be managed carefully and only used in line with consent, child safety and privacy expectations.
- Any inappropriate, unsafe or unlawful online conduct involving a child must be escalated promptly under RCI's child safety, complaints or external reporting pathways as appropriate.

9. Branding, intellectual property and official representation

Club names, logos, imagery and other intellectual property must not be used in a way that creates a false impression of official endorsement or damages RCI's reputation.

- No person may create or operate an official or unofficial RCI-branded social media presence using the organisation's name, trademarks or logos without prior approval.
- Copyright material belonging to another person must only be used in accordance with applicable law and proper attribution requirements.
- RCI intellectual property and imagery must not be used on personal social media in a way that implies official endorsement unless approved by RCI.

10. Managing official content, moderation and mistakes

Official club accounts should be monitored regularly, and RCI may moderate, hide, restrict or remove content that breaches this policy, relevant platform rules or applicable law.

If RCI posts something inaccurate or inappropriate, RCI should address the issue promptly, transparently and proportionately, including correcting or removing content where appropriate.

11. Reporting concerns or breaches

Anyone who becomes aware of social media content or online behaviour that may breach this policy should report it promptly through RCI's internal process. Consistent with RCI's updated governance documents, concerns should be directed through RCI's nominated complaints and administration pathway unless RCI designates an authorised communications contact for the purpose.

12. Consequences

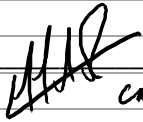
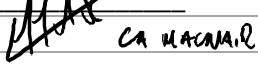
A breach of this policy may result in moderation action, removal of access to official accounts, internal disciplinary action, referral under RCI's Complaints Handling Policy, or referral to Queensland Cricket, police or another authority where appropriate.

13. Review

This policy will be reviewed at least annually, and earlier if there are changes to Queensland legislation, online safety expectations, Queensland Cricket or Premier Cricket requirements, Australian Cricket safeguarding materials, or RCI's own governance framework.

14. Adoption

Adopted by Redlands Cricket Inc on 9th July 2026.

President		Date 9 th July 2026
Secretary	 CA MACANIL	Date 9 th July 2026