

## MEDIA AND COMMUNICATION POLICY

By-Law # in Master LCC By-Laws Document	7
Last Reviewed / Updated	24 July 2025
<b>Version Control</b> <i>(ensure any updates are consistent across both this document &amp; the master by-laws document)</i>	
<b>Description of Change</b>	<b>General Meeting Date</b>
Part of an overhaul/creation of existing/new Club By-Laws	Approved 28 July 2025

### (a) LCC's commitment

- Electronic communication and promotion are essential for sharing Club news and information with our members and the wider public
- Our communication will be timely, appropriate and related to club business
- Our promotion will always ensure the club is publicized in a positive manner.

### (b) What LCC will do

- We use a range of electronic tools to communicate with our members, and to provide publications to external media (e.g. The Leader) to promote the Club externally
  - Promotion of the Club may include achievements both individually and groups or teams
- Our communication and promotion will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur
- The Committee will administrate and oversee the content publicised on our website, through social media channels, and articles sent to external publications

Website ([www.lyndochcricketclub.com.au](http://www.lyndochcricketclub.com.au))

- Our website will include current information on competitions, social events, committees, policies, constitution, rules and by-laws
- No offensive content or photos will be published
- We will constantly seek feedback from members to improve the information available on the site
- The publishing of photos will be done in accordance with Australian Cricket's Safeguarding Policy for Children and Young People and the 'Looking After Our Kids' Codes of Behaviour

SMS, Email and 'Push' notifications – via PlayHQ, MailChimp and WhatsApp

- Committee members and the like may use SMS and email to provide information about competitions, training, Club-sanctioned social events and other Club business. However:
  - SMS / WhatsApp messages will be short and about club/team matters
  - Email communication will be used when more information is required
  - Communication involving children will be purely directed through their parents, unless consent has been provided by parents or legal guardian
  - All users are free to unsubscribe, or 'opt out' from content without offence.

#### Social Media

- Social media will be used to complement SMS, email and our website in the sharing of information and discussion on current affairs within the Club. Given the variety of platforms, each are distinguished below:

#### Lyndoch Cricket Club WhatsApp Community (and sub-groups)

- These are discussion groups accessible only by current financial players, parents/guardians thereof in the case of players aged under 18, Committee members and other coach/coordinator roles, Life Members and financial Social/Non-Playing members
- It will be administered and monitored by the Management Committee along with a select few other members to ensure that there is no bullying and harassment, and that discussion is positive without denigrating the club or its members
- It is an opportunity for members to discuss topics and current affairs relative to the Club and cricket in a broader sense; promotion of events, courses, programs and the like will also be routed through these groups to ensure awareness to as many relevant people as possible

#### Facebook Page ('Lyndoch Cricket Club' or @lyndochcricketclub)

- This will be an external promotion tool for Facebook users, enabling all supporters to keep informed about the Club
- It will be administered and monitored by selected Committee and other appointed Club members, who will publish posts and share content from other pages. The content will only be shared as a positive influence to the Club, the community and wider cricket
- This will be linked to other platforms to ensure a wider reach of posts
- As this is a public forum, the publishing of photos will be in accordance with Australian Cricket's 'Safeguarding Policy for Children and Young People' and the 'Looking After Our Kids' Code of Behaviour

#### Instagram (@lyndochcricketclub)

- A photo-based channel that will be an external promotion tool, enabling all supporters to keep informed about the Club
- It will be administered and monitored by selected Management Committee and other appointed Club members, who will publish posts and share content from other

pages. The content will only be shared as a positive influence to the Club, the community and wider cricket

- This will be linked to other platforms to ensure a wider reach of posts
- As this is a public forum, the publishing of photos will be in accordance with Australian Cricket's 'Safeguarding Policy for Children and Young People' and the 'Looking After Our Kids' Code of Behaviour

**(c) What LCC asks you to do**

As the Management Committee and other selected administrators will follow due diligence and protocol in posting and sharing of content, we expect our members to conduct themselves appropriately in the same vein. Electronic communication and the use of the club's social media channels:

- Should be restricted to Club matters
- Must not offend, intimidate, humiliate or bully another person
- Must not be misleading, false or injure the reputation of another person
- Should respect and maintain the privacy of members
- Must not bring the Club into disrepute

Coaches and others who work with young people must direct electronic communication through the child's parents/guardians, unless the consent of parents or legal guardians is provided to the Club in written or electronic form.

**(d) Non-compliance**

- Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments, that harass, offend, intimidate or humiliate another member, as outlined in our Codes of Behaviour
  - After mediation or disciplinary hearing, the Management Committee reserves the right to remove any Member from any communication group who does not comply with this policy
- Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, chat rooms, discussion groups, instant messaging or website) is a criminal offence that can be reported to the police
- In addition, members who publish false or misleading comments about another person in the public domain (e.g. Facebook etc.) may be liable for defamation
- The same logic will apply to non-members of the Club in the same areas of non-compliance
- The Club reserves the right to remove offensive comments or posts from view, in the interests of protecting its members or its own identity; we will always maintain a preferred process of grievances away from public comment in the interests of all parties