



## Livingston Cricket Club - Use of Social Media

Livingston Cricket Club ("the club") recognises that social media sites such as Facebook, Twitter and YouTube, have become important and influential communication channels for our community and our club. To assist in posting content and managing these sites, Livingston Cricket Club has developed policies, guidelines and suggestions for official and personal use of social media.

These policies, guidelines and suggestions apply to Livingston Cricket Club management team, captains, coaches, managers, players and members.

**General Guidelines** – For those authorised to use official club social media accounts

- The purpose of using these communication channels on behalf of Livingston Cricket Club is to Support the club's mission, goals, programs, and sanctioned efforts, including club news, information, commentary, content and objectives.
- No new social media account representing Livingston Cricket Club should be set up without prior approval from the Board.
- When using an officially club recognised social media channel, assume at all times that you are representing Livingston Cricket Club.
- Confidential or proprietary club information or similar information of third parties, who have shared such information with you on behalf of Livingston Cricket Club, should not be shared publicly on these social media channels.
- [livingstoncricketclub.co.uk](http://livingstoncricketclub.co.uk), as well as Livingston Cricket Club's main social media accounts may choose to post club related social media content generated by the management team, coaching staff and/or players/parents.
- Livingston Cricket Club's main social media accounts can be accessed through the club's Website, and include:
  - **Facebook:** **LCC Social**  
<https://www.facebook.com/livingston-cricket-club-social-272470082795688>
  - LCC Players** – Closed Group only available to players, management and coaches  
<https://www.facebook.com/groups/11747433939>
  - **Twitter:** <https://twitter.com/livicricket>

## **Suggested Guidelines** – For all members from their personal social media accounts

- Exercise discretion, thoughtfulness and respect for your peers, management team members, captains, umpires, fans, opponents, coaching staff and the club's supporters/community (social media fans).
- Avoid discussing or speculating on internal team or club policies or operations.
- A healthy dialogue with constructive criticism can be useful but refrain from engaging in dialogue that could disparage peers, management team members, captains, umpires, fans, opponents, coaching staff and the club's supporters/community (social media fans).
- Be mindful that all posted content is subject to review in accordance with Livingston Cricket Club's code of conduct.
- Please refrain from reporting, speculating, discussing or giving any opinions on Livingston Cricket Club's topics or personalities that could be considered sensitive, confidential or disparaging.
- Livingston Cricket Club's logos and/or visual identity cannot be used for personal social media without permission from the Communications Director.
- Your personal social media account is not an appropriate place to distribute club news (other than sharing or re-posting from the club's official channels). If you have club information and news that you would like to announce to the public or media, please contact the Communications Director, [paul.burgess@livingstoncricketclub.co.uk](mailto:paul.burgess@livingstoncricketclub.co.uk)
- Livingston Cricket Club does not monitor personal websites but will address issues that violate established Club Policies, Editorial, Graphic and Social Media guidelines.
- Livingston Cricket Club encourages players, management team members, captains, fans, opponents, coaching staff and the club's supporters/community (social media fans) to use social media but reminds users that at any time they can be perceived as a spokesperson of Livingston Cricket Club.

## **Final Thoughts**

If you have any doubt about posting content on these social media sites, please consult the Communications Director.

Due to the evolving nature of social media, the policies and guidelines are subject to revision by the club's management team. We also welcome feedback from the club membership to [paul.burgess@livingstoncricketclub.co.uk](mailto:paul.burgess@livingstoncricketclub.co.uk)

Date of Last Review – 08 March 2017