



Social Media Policy

Use of Social Media

Glenrothes Cricket Club ("the club") recognises that social media sites like Facebook, Twitter, YouTube, Pinterest, Vine and Flickr have become important and influential communication channels for our community and our club. To assist in posting content and managing these sites, Glenrothes Cricket Club has developed policies, guidelines and suggestions for official and personal use of social media. These policies, guidelines and suggestions apply to Glenrothes Cricket Club management team, captains, coaches, managers, assistants and members.

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

- The purpose of using these communication channels on behalf of Glenrothes Cricket Club is to support the club's mission, goals, programs, and sanctioned efforts, including club news, information, commentary, content and objectives.
- When using an officially club recognised social media channel, assume at all times that you are representing Glenrothes Cricket Club.
- Confidential or proprietary club information or similar information of third parties, who have shared such information with you on behalf of Glenrothes Cricket Club, should not be shared publicly on these social media channels.
- GlenrothesCC.co.uk, as well as Glenrothes 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. Glenrothes Cricket Club's main social media accounts can be accessed through the club's Web site, and include:
 - Facebook: <http://www.facebook.com/GlenrothesCC>
 - Twitter: <http://twitter.com/GlenrothesCC>

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

- Exercise discretion, thoughtfulness and respect for your peers, management team members, captains, 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 dialog with constructive criticism can be useful but refrain from engaging in dialogue that could disparage peers, management team members, captains, 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 Glenrothes Cricket Club's Privacy Policy and Terms and Conditions.
- Please refrain from reporting, speculating, discussing or giving any opinions on Glenrothes Cricket Club's topics or personalities that could be considered sensitive, confidential or disparaging.
- Glenrothes Cricket Club's logos and/or visual identity cannot be used for personal social media without the permission from the Operations Director/Officer.
- 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 Operations Director/Officer.
- Glenrothes Cricket Club does not monitor personal websites but will address issues that violate established Club Policies, Editorial, Graphic and Social Media guidelines.
- Glenrothes 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 Glenrothes Cricket Club.

Final Thoughts

- If you have any doubt about posting content on these social media sites, please consult the Operations Director/Officer. 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 team@glenrothescc.co.uk