



Code of Conduct Social Media

Preamble

1. Social media is an important channel that allows members to communicate, share their experiences and reach a wider audience. Cricket Switzerland encourages its members to participate in social media and recognizes the importance of the internet to improve and increase the flow of information, shaping public thinking about our organisation, members, sponsors, and stakeholders. Therefore, Cricket Switzerland develops and maintains its own online social media presence through which it delivers content to its members and the public to develop and increase opportunities in cricket at all levels in Switzerland and internationally.

Reputation

2. Cricket Switzerland's reputation is valuable and so are the reputations of Cricket Switzerland's members, sponsors, and stakeholders. Cricket Switzerland prohibits any communication on social media that is defamatory, obscene, discriminatory, and misrepresentative of Cricket Switzerland and the International Cricket Council.

Definition

3. The definition of social media is a broad and changing concept. It generally refers to interactive electronic forums or online media where people are communicating, posting, participating, sharing, networking, or bookmarking. For the purposes of this by-law, social media extends to:
 - a. Electronically communicated material, whether written, photographic, video, or audio, which is accessible by more than the member alone.
 - b. Facebook, YouTube, X (formerly known as Twitter), Instagram, LinkedIn, and related domains.
 - c. Blogs; social networking sites; instant messaging; social bookmarking, media sharing and collaborative editing websites.
 - d. Any other forum which might reasonably be classified as social media as that term is generally understood.

Applicability

4. This code of conduct applies to the following organisations and individuals:
 - a. Members of the Cricket Switzerland Board.
 - b. Members of Committees and sub-Committees of the Cricket Switzerland Board.
 - c. Employees of Cricket Switzerland.
 - d. Coaches and Assistant Coaches who:
 - are appointed by Cricket Switzerland.
 - have an agreement to coach at a facility.
 - e. Umpires and other officials involved in the regulation of cricket.
 - f. Players who are officially registered with Cricket Switzerland and/or enter any competition, carnival, activity, or events (including camps, training sessions etc.) which are held or sanctioned by or under the auspices of Cricket Switzerland or its members.
 - g. Any other person or organisation who/which is a member of, or affiliated to, a Cricket Switzerland member (such as a club member).
 - h. Any other person or organisation who/which conducts an event sanctioned by Cricket Switzerland.
 - i. Any other person or organisation (such as a parent/guardian, spectator, or sponsor) who agrees, in writing or otherwise, to be bound by this Code of Conduct.
 - j. Any other person or organisation that has entered into a partnership or a contractual relationship with Cricket Switzerland.

Prohibitions

5. When using social media, a person must not:
 - a. Abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose.
 - b. Impersonate or falsely represent any other person, including Cricket Switzerland or another member.
 - c. Abuse, harass, bully, intimidate or threaten any other person, including Cricket Switzerland or any member of Cricket Switzerland.
 - d. Make defamatory or libelous comments.
 - e. Use obscene, offensive, insulting, provocative or hateful language.
 - f. Post material that infringes the intellectual property rights of others.
 - g. Intrude upon the privacy of other members of Cricket Switzerland without the consent of such members.
 - h. Interfere with the conduct of any event run by or sanctioned by Cricket Switzerland or with the role and responsibilities of Cricket Switzerland as the governing body for the sport of cricket in Switzerland.
 - i. Comment in a way that may be construed as harming the reputation of him or herself, another member, or Cricket Switzerland, including its sponsors and stakeholders.
 - j. Make excessive postings on a particular issue or post multiple versions of the same opinion or information.
 - k. Promote commercial interests in social media platforms operated by Cricket Switzerland or without authority, post internet addresses, links to websites, email addresses or other personal information on social media platforms operated by Cricket Switzerland.

Compliance

6. Cricket Switzerland and its members continually monitor online activity in relation to the social media of Cricket Switzerland members and affiliated persons and organisations. Cricket Switzerland encourages members to report detected breaches or suspected breaches of this Policy to Cricket Switzerland, and any use of social media which is likely to harm Cricket Switzerland 's reputation.
7. In circumstances of a breach or suspected breach of this Code of Conduct, Cricket Switzerland may:
 - a. Make a necessary public comment such as a correction, clarification, contradiction, or apology.
 - b. Issue a formal warning.
 - c. If a player or club is involved in a breach or suspected breach refer the party/parties to the CS Membership and Compliance Committee (CSMCC) or the Designated Anti-Corruption Official, as applicable.
 - d. Report any breach of any law to any local authority or wronged party.
 - e. Take any disciplinary action available to it under the Swiss Olympic Ethics Statutes and/or the ICC Anti-Corruption Code
 - f. Exercise any of its available rights at law applicable in the sole jurisdiction of Bern Mittelland.
8. Cricket Switzerland expressly reserves the right to take any action, including dealing directly with Social Media providers, to remove any posted material that it considers to be in breach of this Code.