



South Northumberland Cricket Club

Social Media Policy

This policy provides guidance on how South Northumberland Cricket Club uses the internet and social media and the procedures for doing so. It also outlines how we expect club members and volunteers, to behave online.

The **aims** of our online safety policy are:

- To ensure we are operating in line with our values and within the law, regarding how we behave online.
- To provide club members and volunteers with policy and procedure information
- To protect all children and young people involved with our organisation.

Social Media

Social Media, when used properly, is exciting and opens up a lot of opportunities, but by following some simple guidelines potential pitfalls can be avoided, and Social Media can be safely used as a promotional tool and a means of communication for the club.

South Northumberland Cricket Club accepts that it is any member's, supporter's or player's right to pass reasonable and considered comment on a specific match or on the sport in general. The club does, however, expect all such social media postings to be constructive and relevant given the potentially unrestricted audience of services such as Facebook or Twitter. Whilst an individual's comments may not 'officially' represent the Club, they can reflect badly on the Club, the game of cricket and the individual.

Always remember that everyone involved with the Club has a responsibility to safeguard its good image. The Club urges members to use common-sense and 'think before posting

Managing our online presence

Our online presence through social media will adhere to the following guidance:

- All social media accounts will be password-protected and at least 3 club members will have access to each account and password
- The accounts will be monitored by a designated person, appointed by the club committee. The designated person will take advice from the Safeguarding Officer on safeguarding requirements
- Identifying details such as a child's home address, school, or telephone number should not be posted on social media platforms
- "If you wouldn't put it on the club notice board, it doesn't belong on the club's social media pages".

Guidelines on Social Media Use

This guidance applies to any social media posting relating directly or indirectly to South Northumberland Cricket Club, this could be on a club social media site or on a club member's own site(s).

The Club requires members to observe the following guidelines on responsible social media use.

- **Do NOT post unpleasant, offensive or potentially inflammatory comments** about Club members or Officials; other clubs or players; leagues; Umpires; or 'controversial' subjects and so on (*for example, containing abusive, insulting or indecent language/ swearing; or threats*).
- **Do NOT respond to inaccurate, negative or nasty comments** (*for example, made about you, our teams or others, your friends or the Club*). Individuals should never respond on behalf of the Club. Instead, please bring any matters of concern to the attention of the Club's Committee.

- **Do NOT make hostile or harassing comments, or discriminate based on any status liable to cause offence** (*such as a person's race, colour, ethnic origin, nationality, religion, gender or gender identity, sexual orientation, social class, disability*).
- **Do NOT post comments which may undermine the unity of a team or the good standing of the Club; or which are detrimental to the interests of the Club or game of cricket; or which bring the Club individual, or game of cricket into disrepute** (*that is, damage their reputation*).
- **Do NOT divulge confidential information or information belonging to the Club, which is not in the public domain, or expand upon such information already in the public domain.** This includes (but is not limited to) team selection, tactics and injuries.
- **Do NOT post information which could implicate another person in disciplinary or legal proceedings.** This could include (but is not limited to) copying or redistributing another person's social media posting.
- **DO remember that we are a family orientated Club with many junior members who will sometimes form part of the audience.** Whilst social events such as our annual dinner, Quiz and Race Nights are important parts of our social calendar, in keeping with the Club's family image, we expect that posts relating to social activities such as drinking or gambling remain appropriate. It is in no-one's interests to glamorise excess!
- **DO identify or credit any material which is copyrighted or which you have borrowed** (ie, with an appropriate mention, or link to the source).
- A good way to decide whether you should post something is to ask yourself: "Could I say this face-to-face without causing offence, or would I be happy to see my comments published in a newspaper?" If you are unsure or the answer is "No", then you should NOT post it.

Think before you Click!

Texts, apps and emails: contacting Under 18 players

The Children Act defines a person under 18 years as a child. Contact arrangements for under 18's should be via their parents or carers; this includes text and email or WhatsApp messages etc. It is understood that in the case of over 16's this may not be ideal. An acceptable exception to this rule is to text or email the parent and to copy in the 16 or 17 year old, with the parent's prior consent. This means the parent is able to monitor communications, but the 16 or 17 year old receives the information directly. If you receive any responses that appear inappropriate they should be brought to the attention of the parent or carer. You should not engage in individual text or email conversations with a 16 or 17 year old without their parent receiving the same messages from you. All contact with children should be in relation to coaching, matches and cricket-related activity.

Social Media: Do's and Don'ts Coaches / Managers / Clubs

DO

- Have separate social media accounts for cricket-club related and personal use.
- Keep your photos and personal information private.
- Apply the Codes of Conduct and appropriate professionalism to your behaviour online, by text and email.
- Obtain consent before posting any personal information online – this includes photographs where an individual can be identified. Remember the picture/no name guidance for under 18s.

DO NOT

- Send text messages to juniors – make arrangements via their parents.
- Send private messages to children and young people via apps or social media. Invite or accept children and young people to become "friends".
- Send inappropriate text messages or post messages on social media that are offensive, nasty or derogatory in any way.

Adult players in Open Age teams

Please be mindful of who may have access to material you share via social media, including Facebook, twitter and other platforms.

Club Responsibilities

All Committee members have a duty to comply with, promote awareness and understanding of this Policy and act if they become aware of any breach of it.

If you suspect that someone is using social media in an unsafe or inappropriate manner, you should report their behaviour to the Club Safeguarding Officer.

Consequences of not following this Policy

Any member found to be in breach of the above Policy may be subject to disciplinary action by the Club (up to and including cancellation of Club membership), or relevant league or both. In extreme cases it could even result in criminal prosecution or civil liability.

The Relevant Club Codes of Conduct apply to online, text and email communications.

South Northumberland Cricket Club Safeguards Policy incorporates the ECB Guidance for clubs on the use of Social Media, texts, apps, email and messaging services.

Approved

Completed by John Wood