



Policy Statement: Social Media. Texts & E-Mails

GENERAL GUIDELINES

The use of Social Media, Texts and E-Mails can be a useful tool within the Club to assist and improve communication between Club Officials, Players, Members and the external community.

However, these General Guidelines should be followed at all times,

BE RESPECTFUL

There is no place in cricket for offensive behaviour, defamation or intolerance.

BE CONSCIENTIOUS

Remember that you are responsible for anything that you write or post on line.

USE YOUR COMMON SENSE

Remember that anything posted on the internet has the potential to be seen by the rest of the on line world.

TRY TO TAKE ONLINE ISSUES OFFLINE

If a member of the Club or community is saying offensive things on line try to speak to them face to face, or via a private on line conversation, to understand their grievances and explain to them why you think their behaviour is inappropriate.

CRICKET FIRST

Put the game we love at the heart of everything that we do on line.

THERE ARE MANY TYPES OF CRICKETERS

Although we all use the same digital tools, we have may have different needs and opinions. Be considerate of how others might be using these tools.

BE TIMELY

Digital communication offers a great opportunity to provide the latest news and updates when other people need it.

PROVIDE VALUABLE INFORMATION

Always think about the types of information you can share on line and the value these bring to the cricketing experience.

ASK THE COMMUNITY WHAT THEY WANT

Digital communication tools are great for gathering feedback from other players and members, use them to improve the cricketing experience for all.



PAULTONS CRICKET CLUB

Social Media, when used properly, can be exciting and opens up a lot of opportunities. However at times it can seem strange and even intimidating for people who did not “grow up” with it. Facebook, Twitter, texting iPhone messaging, online gaming and personal emails etc are everywhere. By following some simple guidelines potential pitfalls can be avoided and Social Media can be safely used as a promotional tool and as a means of communication for the club.

Club Officials/Coaches/Managers

Social Media accounts are great for promoting the club and cricket in general in addition to being a fun way to unwind and stay in touch with friends. However it is essential to keep these two worlds separate. You should have separate cricket club related and personal pages. All contact with players should be through the former and should be strictly relating to training, coaching, matches and cricket related activity. The privacy settings on your personal account should be adjusted so that the content is only visible to accepted “friends”. This will keep younger players safe from unsuitable material and minimise the risk of your online interactions being viewed with suspicion.

Younger players may see you as a friend and may request to be your “friend” on a social media site, you should always direct them to the cricket club related page and keep all contact professional. What they might consider innocent, friendly contact may not be seen as such by their parents, people at the club and others.

It is also extremely important to be mindful of any contact you post online via the cricket club related page; remember:

- You are representing the club
- Your communications should conform to “Safe Hands” policy and guidance. Ensure that nothing you post could cause personal distress or be seen as inappropriate for children
- If you wouldn’t put it on the club notice board, it doesn’t belong on the club’s social media pages
- You should have 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

If you are in charge of a social media page for your club, league, panel etc., and further guidance is available from the Child Protection in Sport Unit (CPSU):
http://www.nspcc.org.uk/Inform/cpsu/resources/briefings/social_networking_services_wdf69029.pdf.



PAULTONS CRICKET CLUB

Texts and emails: contacting Under 18 players

The Children Act defines a person under the age of 18 years as a child.

You should make arrangements for under 18s via their parents or carers; this includes text and email messages.

In the case of over 16s this may not be ideal for you or the parents or carers. Therefore an acceptable exception to this rule is to text or email the parent or carer and to copy in the 16 or 17 year old, with the parent or carer's prior consent. This will mean that the parents or carers are able to monitor communications but the 16 or 17 year old receives the information directly. If you receive any responses from the 16 or 17 year old that appears inappropriate these should be brought to the attention of the parent or carer.

Engaging in individual text or email conversations with a 16 or 17 year old should not be entered into without the parents or carers receiving the same messages from you.

Any contact with children should be in relation to coaching, matches or other 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

Coaches/Managers/Clubs DO NOT

- Send text messages to juniors – instead make arrangements via their parents or carers
- Send private messages to children and young people via social media
- Invite or accept children and young people to become "friends" on social media
- 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.



PAULTONS CRICKET CLUB

If you have any concerns regarding social media, texts and emails

If you suspect that someone is using social media in an unsafe or inappropriate manner, you should report their behaviour to your Club Welfare Officer, the County Welfare Officer, or the ECB Safeguarding Team – email safeguarding@ecb.co.uk.

If you believe that an offence has been committed, or that someone's use of social media is placing a child at risk of harm, inform the Police immediately.

ECB Guidance for Parents/Carers and children/young people on the use of Social Media. Texts and email

This policy is adapted from that provided by the ECB Guidelines for clubs on the use of social media, texts & e-mails.

Parents/Carers

This generation is growing up with the internet as part of their everyday lives, and that's a good thing. It's a great place for them to learn, to have fun and to chat with their friends. Of course, their safety, whilst doing this is of paramount importance.

Remember: It is against some Social Media sites' rules for your child to have an account if they are less than 13 years old. This is to prevent them from being exposed to potentially inappropriate and harmful content.

Revision: December 2024