



## Social Media and E-communication Policy

**Sale Cricket Club** is fully committed to safeguarding and promoting the wellbeing of all its members. This applies to the use of social media and online or electronic communications.

**Sale Cricket Club** members should not engage in any form of electronic communication or media outlets that could be deemed detrimental to the club or bring the club or game into disrepute. Additionally, **Sale Cricket Club** will apply the following policy which is adapted from ECB guidelines on social media, text and email for safeguarding young persons.

### **Club Officials/Coaches/Managers**

E-mail, Facebook and Twitter accounts are great tools for promoting the club and cricket in general, as well as being a fun way to unwind and stay in touch with friends: It is however important to keep these two worlds separate. The following outline guidance applies -

- Coaches/managers, senior players and club officials/members should have separate cricket club related and personal pages.
- All contact with junior cricketers, whether players, team captains, scorers, coaches and coach support workers should be through the former (club related accounts), and strictly in relation to training, coaching, matches and cricket related activity.
- Coaches/Managers, senior players and club officials/members are not to send text messages to juniors. All arrangements are to be made via their parents. Please see the exception below for u16-u18 cricketers, coaches, scorers etc.

- Coaches/Managers, senior players and club officials/members must obtain consent before posting any personal information online – this includes photographs where an individual can be identified.
- Coaches/Managers, senior players and club officials/members must be mindful of who may have access to material shared on social media, including Facebook, Twitter and other platform. If you wouldn't be comfortable putting something on a club notice board, it doesn't belong on the club's social media pages.
- Coaches/Managers, senior players and club officials/members should adjust the privacy settings for personal accounts so that content is only visible to accepted "friends". This will keep junior cricketers safe from material that may be unsuitable for them, and will reduce the risk of online interactions from being viewed with suspicion.
- If you suspect that someone is using social media in an unsafe or inappropriate manner, this should be reported to your Club Welfare Officer, the County Welfare Officer, or the ECB Safeguarding team – email [safeguarding@ecb.co.uk](mailto:safeguarding@ecb.co.uk)

### **Texts and emails – contacting cricketers under 18**

The Children's Act defines a person under 18 as a child. Arrangements should therefore be made for under 18s via their parents or carers; this includes texts and email messages.

It is understood that in the case of over 16s this may not be ideal for the Club or parents/carers. 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. As a default position, individual text or email conversations should not be engaged with individuals under 18 without their parent receiving the same messages. All contact should be in relation to coaching, matches or other cricket-related activity only.

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

#### **DO**

- Have separate social media accounts for cricket-related and personal use.
- Keep your photos and personal information private.
- Apply Club Codes of Conduct and appropriate professionalism to all behavior online, by text and e-mail.
- Additionally, consent should be obtained before posting any personal information online. This includes photographs where an individual can be identified – remember the picture/no name guidance for cricketers under 18.

### **DO NOT**

- Send text messages to juniors – make arrangements via parents.
- Send private messages to children and young people via 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 or derogatory in any way.

### **Adult Players in Open Age Teams**

It is important that all senior members are mindful of who may have access to material shared via social media, including Facebook, Twitter and all other relevant platforms.

### **ECB Guidance for Parents/Carers and children/young people on the use of Social Media, texts and email**

#### **Parents/Carers**

Given the value, access and usage of social media in everyday life, it is increasingly important that safeguarding is considered and good practice considered and adopted. All parents and carers are therefore invited to familiarise themselves with the framework **Sale Cricket Club** has adopted and set out in this document.

It is important that your child feels they can talk to someone if they are being bullied online, or if they've been exposed to something that makes them upset or uncomfortable.

### **Parents/Carers DO**

- Provide the club with your email and/or telephone number to receive texts and emails regarding all cricket related matters if the club requests this.
- Make sure you are aware of who your child has contact with online and via text.
- Talk to your children about using social media – please be aware of relevant Rules regarding account accesses and age restrictions, which have been implemented for good reason and to avoid access to potentially inappropriate content.
- Be aware of ECB and club expectations regarding use of social media.

### **Guidance for Young People/Junior Cricketers**

The internet is a great place to learn and to have fun with your friends, and the best way to have fun is to stay safe. The points below should be taken into account whenever you use the internet, or speak to people online or by text –

- If someone isn't your friend in real life, they aren't your friend on the internet.
- Be careful when accepting friend requests.
- Sometimes people on the internet aren't who they say they are. If you are not 100% sure, don't risk it.
- Remember to change your privacy settings so that only your friends can see information about you, your wall posts and your photos.
- Remember that your coach/manager are just like your teachers. They should not be your friend on Facebook, and should not be texting or messaging you.
- You can expect them to make arrangements for coaching and matches via your parents.
- Bullying can happen online too, and it is known as cyber-bullying. If you, or someone you know, have had this happen to them, you should tell an adult that you can trust.
- Don't be afraid to tell someone if you have concerns.

### **Young Cricketers DO**

- Keep your photos and personal information private.
- If someone is sending you messages or texts that you are worried about, you should tell your parents, an adult you trust, your teacher, your coach/manager or your club's welfare officer.
- Conduct yourself in a respectful and courteous manner on social media as you would at home, in school or at cricket.

### **Young Cricketers DO NOT**

- Send inappropriate text messages or post messages on social media that are offensive or nasty in any way.
- Accept friend requests from people you don't know or you feel uncomfortable accepting.

**N Brooks, CWO**

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