

## Marlow Park Cricket Club

Higginson Park  
Lower Pound Lane  
Marlow on Thames  
Buckinghamshire  
SL7 2AE



# Social Media, Text, Direct Text/Media Messaging and Email Policy

Social Media, when used properly, is an exciting communications tool and creates many opportunities. 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. These guidelines are based on those provided by the ECB.

Marlow Park Cricket Club (the club) promotes the healthy and appropriate use of social media.

## 1. The Policy

The club recognises the right of individuals to speak freely within the law and has no intention to restrict proper and sensible exercise of this freedom. But without care it is easy to post comments, which might seem like a good idea at the time, but which can later cause problems for the club and individual concerned. 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'.

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.

## 2. Guidelines on Social Media Use

The club requires members to observe the following guidelines on responsible social media use. Please:

- Do NOT post unpleasant, offensive, or potentially inflammatory comments (for example, containing abusive, insulting or indecent language/swearing; or threats) about the club members or officials; other clubs or players; leagues; umpires; or 'controversial' subjects and so on.
- 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 a senior club official.
- 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 or so on).
- 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!

### **3. 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.

### **4. Club Responsibilities**

All committee members have a duty to implement this policy and act if they become aware of any breach of this policy and should explain the club's policy on the use of social media and networking sites and take steps to promote awareness of this policy.

Our coaches, representing the club, conform to the ECB Safe Hands Policy. Contacting u18 players by personal text or through social media is strictly forbidden. Staff, coaches & volunteers cannot direct private messages to anyone under 18 years of age via email, text, Snapchat, Instagram, or social media platforms. Messages should be directed to the parents AND the young person or via open forums with appropriate language & content.

### **5. Guidance for Children and Young People on the use of Social Media, Texts and Emails**

The internet is a great place to learn and have fun with your friends, and the best way to have fun is to make sure that you stay safe. You should think about the points below whenever you use the internet or speak to people online or by text.

- If someone isn't your friend in real life, they are NOT your friend on the internet. Be careful when accepting friend requests.
- Sometimes people on the internet are not 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.
- If someone is sending you messages or texts that you are worried about, you should tell your parents, an adult you trust, your teacher or the club's welfare officer. You can find a photograph of her on the clubhouse notice board.
- Remember any employed Marlow Park Cricket coach is a professional, 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 – called cyber-bullying. If you, or someone you know, has 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 People NEED to**

- Keep your photos and personal information private.
- Conduct yourself in a respectful and courteous manner on social media as you would at home, in school or at cricket.
- Tell a professional or an adult that you trust if you are worried or concerned about online behaviour or unwanted contact/communication.

#### **Young People SHOULD NOT**

- Send inappropriate text messages or post messages on social media that are offensive, nasty or derogatory in any way.
- Accept any friend requests from people you don't know, or you feel uncomfortable accepting.
- Connect with, follow or message coaches of Marlow Park Cricket Club on social media platforms, Snapchat and other messaging sites.

The following may be useful: <http://www.thinkuknow.co.uk/>