



SOCIAL MEDIA AND ONLINE SAFETY POLICY

Social media is a constantly changing landscape providing both benefits and risks to all those involved in cricket.

Social media platforms enable efficient communication between all members, players, parents and volunteers. However, risks include cyber bullying, the sharing of inappropriate content and security issues such as accounts being hacked.

Club officials and volunteers

All club officials and volunteers should have separate personal and cricket accounts for their social media platforms.

All contact with children should be through the club account and strictly restricted to training, coaching, matches and cricket related activity.

Any direct communication or interaction with a child on social media, could be viewed as overstepping expected boundaries. Before publishing comments or posts, consider whether you would be happy for parents to see your post. If you would not put a message on the club notice board, it does not belong on a social media platform. Never criticise players, team members or their parents online.

Remember you are representing the club and all communications should conform to Safe Hands guidance.

Follow ECB Photography, Video and Live streaming Guidance (See OD Cuaco CC 2025 Policy).

Personal accounts should have privacy settings adjusted so that content is only visible to accepted friends or contacts. If any children send you friend requests, you should direct them to your or the club's cricket account. Please let Safeguarding Officer Jo Colby immediately know about any friend requests you receive from juniors, or if you receive any other inappropriate responses.

Contact with players

Training, playing and other arrangements for juniors should be made via parents / carers

Older children become increasingly responsible for making their own arrangements. It is acceptable for 16/17 year olds to directly receive information alongside their parents/carers with the parents' consent, but juniors should not receive any information without the parent/carer receiving the same information.

Information for Adult players in Open Age Teams

Be mindful of who may have access to material you share via social media or messaging.

Remember that some of your team mates may be juniors and you should judge your social media interaction accordingly. Direct contact with a junior can be misconstrued and the adult should consider if this contact is appropriate.

If your relationship within the team changes, e.g. if you are appointed Captain, then your online contact will have to change as per the guidance for officials and volunteers above.

If you have any concerns about the use of social media, please report to the platform as well as to the Club Safeguarding Officer Jo Colby.

Information for Parents and Carers

Please familiarise yourself with the age policies on various social media platforms.

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

Further information can be found at:

NSPCC – www.nspcc.org.uk

Child Protection in Sport Unit - www.thecpsu.org.uk

Think you know – www.thinkuknow.co.uk

Make sure you know who your child is in contact with online and via messaging apps

Use parental controls that are available

Keep talking to your child about their use of social media

Ensure the club has up to date contact information for you so they can contact you directly

Report any content you feel is improper or unlawful to the policy or the Club Safeguarding Officer Jo Colby

Information for Children

You will probably connect with your friends online every day. When you are using social media to connect with friends in cricket remember the following:

If someone isn't your friend in real life, they shouldn't be your friend online

Be careful when accepting friend requests or arranging to meet someone you have "met" online

If you are not 100% sure who someone is, do not risk it

Keep your privacy settings so that only your friends can see information about you and your posts, especially photos

Remember your school's name or cricket club can make you identifiable.

Coaches are just like teachers and should not be your friend online.

All contact from your coach or manager should be via your parent / carer. If you are 16 or 17, your parent / carer should be copied into all messages.

Think before you post as anything you post online could be permanently!

Bullying can happen online. This can include negative comments about someone's performance or achievements on the field. If you have had this happen, you should tell an adult that you trust. You can also report anonymously to the Internet Watch Foundation at www.iwf.org.uk