

Knowle Cricket Club Est. 1852

Social Media Policy

1. Purpose and scope

Knowle Cricket Club (the club) recognise the developing the range of technologies used to interactively share, create and discuss issues and content as extremely positive and encourages individuals and communities to use social media to promote themselves, their clubs, their achievements and the sport of cricket.

However, the club will challenge anyone using social media either intentionally or by association to insult, slander, create a risk to personal safety or abuse any individual, organisation or the sport.

This Policy provides guidance for all members, connected participants and parents to help them understand the acceptable standards of use of social media in cricket. It sets out best practice designed to assist everyone in understanding what the potential risks are in using social media and how these can be managed.

The pace of change in technology means that it is not possible to identify a definitive list of all forms of social media which this Policy applies to, hence it is to be read as applying to all forms commonly understood to be social media and used as such. This Policy is to be read in conjunction with the Codes of Conduct and you are reminded that misuse of social media can result in disciplinary action being taken against a member, connected participant or parent.

2. Definitions

Social media is the collective of online communications and media channels dedicated to community-based input, interaction, content-sharing and collaboration via a range of technologies such as desktop, laptop, tablets, smartphones and other internet enable devices. Websites and applications dedicated to forums, micro blogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media and examples of social media platforms include, but are not limited to, Facebook, YouTube, WhatsApp, Twitter, LinkedIn, Snap Chat and Tic Toc.

Young person is used to refer to any person below the age of 18.

Disciplinary Action means action taken under the Disciplinary Rules of the club.

3. Usage

Whilst members are encouraged to use social media to positively promote the club, themselves and their achievements and the sport, the balance between the right to free speech and the responsibility not to insult, slander, abuse or create risks to anyone's personal safety must be borne in mind. This Policy seeks to assist each person in knowing how to achieve that balance.

4. Good Practice Guidance

The internet presents a unique set of challenges for protecting personal safety as all information posted is available to the whole world, indefinitely. Generational differences in understanding the implications of what is being posted means that there are very different perceptions of risk operating. Whilst young people get great benefits from the online communities they belong to and the instant access they have to friends from across the world, they may need guidance from the people with responsibility for their safety as to what is acceptable and safe use.

The use of social media to target individuals, whether for grooming or the increasing incidences of cyber bullying, has created a set of risks to vulnerable people which is a real challenge to manage. Everyone is creating potential risk to themselves when they post personal information.

Thinking before you post will help reduce these sorts of unforeseen consequences.

Messaging (WhatsApp, text etc)

Probably the most commonly used form of modern technology is group or direct messaging, it is a great way to send fast, cheap communications. Generally speaking texts are more personal and private than other forms of social media and for this reason there is more associated potential risk to young people and adults at risk.

One to one contact without a parent/carer copied into messages between a coach and a young person is inappropriate. The club and its relevant officers (age group managers for example) should seek parental consent at the start of the season for communications, with anyone under the age of 16. If this is given, clubs should use group messaging, with the Club Safeguarding Officer (Anthony Hardwell) and any parent who requests it, copied in. Using this method, there should be no need for any adult to have individual contact with a young person in the club in the normal course of things. If there is an emergency which means that an individual young person needs to be contacted, the Club Safeguarding Officer or the parent/carer should be copied in.

Over the age of 16, parents should still be made aware of the club's practice and this Policy.

The club should keep a copy of the phone numbers and e-mail addresses of their members and ensure that these are held securely and not used for any other purpose. The messages sent should always make it clear what the purpose of the communication is and contain the name of the organisation, not just a mobile number.

There should be a minimum number of administrators with access to the group and contact details.

Social networks

Social networks are the communities which develop on media applications, such as Facebook and twitter.

Adults and young persons should not be "friending" or "following" each other, outside of the cricket relationship. Communications for cricket purposes should be through sites/identities which are public and managed by the club. This applies to adults in a position of trust as well as to the adults who come into contact with young people through cricket.

For example, if a coach receives a friend request from a young person who they have met at a training session, they should decline. If the club has a page or identify which allows communication via a public forum, this would be acceptable, provided the site is secure and there are no private messages being sent or received.

Expressing your opinion is fine, being rude in the way you express it or expressing discriminatory views is not and could lead to the individual who posted the comment, anyone who forwards or positively affirms the comment, and the person with administration rights for the site used, being subject to Disciplinary Action. Anyone who has posted an offensive message or image is advised to remove the comment as soon as possible, to reduce its impact.

Twitter

When using Twitter or similar tools, reposting other people's comments or posts can be taken as you adopting the views they have expressed and you would be accountable for the content.

5. [Reporting Concerns](#)

Safeguarding is everyone's responsibility, as is creating and maintaining the high standards of behaviour expected of people in the sport. For these reasons, everyone is encouraged to report concerns of misuse or inappropriate usage of social media, the first point of contact will be the Club Safeguarding Officer (Anthony Hardwell).

Threats of immediate harm or danger should be reported to the police and/or Children's Services or the Local Authority Designated Officer.

6. [Contacts](#)

The club appointed Safeguarding officer is:

- Anthony Hardwell (mobile 07715 946797 or anthonyjhardwell@gmail.com)

As a Somerset Focused Club the County Safeguarding officer(s) are:

- Brian Hoyle, Somerset Cricket Foundation, Safeguarding Manager,
01823 352266 (brian.hoyles@somersetcricketfoundation.org)
- Amanda Counsell (deputy officer) - amandacounsell@yahoo.co.uk

[Knowle Social Media Manager](#)

- Greg Rocke – gregrocke@hotmail.com

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