



Hythe & Dibden Cricket Club

Social Media Policy and Guidance

Introduction

Hythe and Dibden Cricket Club are proud to be a highly sociable club, and social media (Facebook, Instagram, X and the like) are a great way for the Club and its members to keep in touch.

This Policy has been written to help everyone involved with the Club make informed decisions about how they use the internet, emails and social media communications when discussing Club-related activity. This Policy only applies to Club and cricket-related matters and not individuals' personal/ private interactions on social media.

Club officials, staff and volunteers

Social media platforms can be a positive way of promoting our club and cricket in general, as well as being a way to stay in touch with friends, but it is essential to keep these two worlds separate.

For coaches, any communication with anyone you are in a coaching relationship with should adhere to the expected standards in the Coaches Code of Conduct

You should adjust the privacy settings for your personal account so that content is only visible to accepted 'friends'. Although younger players may see you as a friend and may request to be your 'friend' on a social media platform, you should direct them to the cricket club account page, keeping all contact professional. You should let your Club Safeguarding Officer know about any friend request from a child at the cricket club. Any direct communication or interaction with a child on a social media platform could be misconstrued as overstepping expected professional boundaries.

Before using social media to post or comment, consider whether you would be happy for those you are coaching, or their parents, to see your post. You should never criticise players, team members, or their parents online

We ensure club social media platforms have more than one admin and we keep the account secure by enabling two factor authentication. It is also important to be mindful of any content you post online via the cricket club social media page or platform.

Remember:

- You are representing the club
- Your communications should conform to Safe Hands guidance
- Your post should not cause personal distress or be seen as inappropriate in content
- If you would not put it on the club notice board, it does not belong on the club's social media platforms
- Remember to follow the clubs and ECB Photography, Video and Live Streaming Guidance on combining names and images. If a child is named (or is otherwise identifiable by, for example, a nickname), avoid using their image alongside the name. If an image is used, avoid naming the child.

Contact with players who are children

You should make training, playing, and other arrangements for children via parents/carers

As children approach adulthood, they may become increasingly responsible for making their own training and playing arrangements.

An acceptable exception to this rule for children over 16 is to contact the parent/carer and to copy in the child with the parent's prior consent. This means the parent/carer can monitor communications, but the 16/17-year-old receives the information directly.

You should not engage in any communication with any child without their parent/carer receiving the same messages from you.

If you receive any responses that appear inappropriate, they should be brought to the attention of the parent/carer and Club Safeguarding Officer immediately.

All contact with children should be in relation to coaching, matches, and cricket-related activity only.

Clubs may wish to consider using a platform for team management which allows contact with parents/carers and participants while not revealing their contact details to others on the platform.

Members

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.

This Policy is not meant to stifle chatting, or good-natured, witty banter. But one person's jokey comment can be another person's insult (and it is easier for the written word to be misinterpreted and cause offence, than the spoken word).

If you are in any doubt about a comment you wish to make via social media, please ask the opinion of a Senior Club Official before you post it.

What Social Media does Hythe and Dibden Cricket Club use?

- Facebook - www.facebook.com/HytheandDibdenCC
- X - @hythedibdenc
- Instagram – @hythedibdenc
- WhatsApp – various club and team groups

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 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.** Whilst our social events are legendary and are an important part of our club, in keeping with the Club's family image, we expect that posts relating to social activities such as drinking or gambling remain appropriate. It is in no-one's interests to glamorise excess!
- **DO identify or credit any material which is copyrighted or which you have borrowed** (ie, with an appropriate mention, or link to the source).
- **DO use the following # to gain the most exposure:**
 - **#HDCC**
 - **#Hythedibdenc**
 - **#upthehive**
 - **#AllStarsCricket**
 - **#W10**

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.

Club Responsibilities

All Committee members have a duty to promote awareness and understanding of this Policy and act if they become aware of any breach of it. The Club will monitor its own media channels to ensure postings comply with the above Policy. If any concerns arise the Club will remove the material and may discipline the poster.

Any comments made on an individual's own social media remain the responsibility of the poster and the Club will accept no liability for those comments, nor any actions taken as a result.

