



Bradford Park Avenue Ladies Cricket Club

+44 7949 980947
bpalcricket@gmail.com

Club Social Media Policy (version 1.0)

Social Media is a wonderful tool for the club and its members to keep in touch and a tool we want to use constructively and safely. Bradford Park Avenue Ladies Cricket club promotes the healthy and appropriate use of the public social media on all its platforms (including Facebook, Twitter, Instagram, What's App messaging, Email and any others). It is important to be aware of the potential pitfalls and safeguarding issues that arise when posting content in relation to club activities, teams and individual performance, officials/committees' decision and so forth. Being a highly sociable club, the Club recognises the right of individuals to speak freely and has no intention to restrict proper and sensible exercise of this freedom.

This Policy has been developed in order to help all Club members (adults or children/young people), coaches, volunteers, helpers and supporters to make informed decisions about how they use the internet, mobile phone and email communications when discussing any Club related activity. This Policy only applies to Club and cricket-related matters and not individuals' personal/ private interactions on social media.

We need all our members to be aware of this policy when sharing or posting content relating to the club and on the club's social media. Everyone involved in the Club must recognise that the responsibility to safeguard the good image of the Club exists both on and off the field of play and this includes the use of social media. It is very easy to post comments that may on the face of it seem harmless but can cause problems for the Club and its members. Therefore, these guidelines (as below) are provided, however these are not a precise set of rules and regulations about what may or may not be posted. Individuals must use a commonsense approach when posting on an official Club network and not bring the Club into disrepute or breach their code of conduct. Individuals will be held responsible for any breach of Club regulations and disciplinary action may be taken.

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 committee members; other clubs or players; Umpires; or on 'controversial' subjects and so on.
- ❖ **Do NOT** respond to inaccurate, negative, or nasty comments (such as, made about you, the 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 our Club Welfare Officer/s (Vanda Greenwood, Fozia Shaheen and Tayaba Parveen) or other club officials.



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- ❖ **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 the 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.
- ❖ **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.
- ❖ **Do NOT** post information which could implicate another person in disciplinary. 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 and whilst events such as our club meals/social gatherings are an important part of our social calendar, in keeping with the Club's image, we expect that posts relating to social activities remain appropriate.
- ❖ **DO** identify or credit with citations and links any material which is copyright or which you have borrowed when publishing.

Club Committee Responsibilities

All Club committee members have a duty to promote awareness and understanding of this Policy and act appropriately if they become aware of any breach of it.

The committee will monitor its own social media networks to ensure postings comply with the above Policy. If any concerns arise the Club will remove the material.

The Club social media team will respond to any inaccurate, inflammatory, or negative comment about the Club or anyone associated with the Club. Any such posts/comments will be discussed between the Club social media personal, Tayaba Parveen and Shivanie Patel and responded to accordingly. Individuals should not respond on behalf of the Club and are requested to bring any issues to the attention of the social media team.

If any member believes they are being harassed, bullied, or victimised because of another person's post/comment to any Club social media platform, please contact the social media team and/or the Club Welfare Officers for support and guidance. Cyber bullying will not be tolerated within the Club.

Please note 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.

Please be aware these guidelines are not meant to stifle good-natured banter, hinder communications, or stop people chatting online.





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Children/Young People and Club guidance on Social Media, Emails and Messaging Services

Social media is great for promoting the club and cricket in general, however everyone at Bradford Park Avenue Ladies Cricket club is reminded that the Relevant Codes of Conducts (for parents/carers, children, coaches, Club officials and volunteers) apply online and in any text and email communications.

If any individual suspects that someone is using social media, texts, or emails in an unsafe or inappropriate manner, they should report the behaviour to the Club Welfare Officers. If any individual believes that an offence has been committed, or that someone's use of social media is placing a child at risk of harm, please inform the police immediately.

Club Committee, Coaches' and volunteers use of Social Media, Texts and Emails

Our committee members and coaches conform to the ECB guidance and the children Safe Hands Policy. Committee, coaches and volunteers cannot directly private message anyone under 18 years old via email, text or any social media platforms as this is strictly forbidden by the Club. Messages should be directed to the parents/carer and the young person or should be communicated via an open forum with appropriate language and content.

It is essential for club related personal to have separate social media accounts for cricket-club related and personal use and keep these two worlds separate. The club personal will not invite or accept children and young people "friends" request on any social media. This will keep younger players safe and will reduce the risk of the online interactions being viewed with suspicion.

The Club in accordance with ECB advice has developed some simple guidelines and best practice around social media use, text and emails for Parents, children and young people.

Guidance for Parents/ Carers on the use of Social Media, Text and Emails

With the internet as part of our everyday lives, parents/carers.

- ❖ Talk to your children about using social media.
- ❖ Make sure you are aware of who your child has contact with online and via text.
- ❖ Be aware of the ECB and clubs' expectations of coaches and social media.
- ❖ Provide your mobile number/email address, so that the club can contact you regarding your child's matches and training.
- ❖ Be open so that the child can approach you if they are being bullied online or if they have been exposed to something that has made them upset or uncomfortable.

PLEASE NOTE: It is against Facebook's rules for your child to have an account if they are under 13 years old. Further details about safety can be found via the following link; <http://www.facebook.com/safety/groups/parents/>. What's App minimum age is 16 years.



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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 is not 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, do not 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 coach or our club's welfare officer, Vanda Greenwood, Fozia Shaheen and Tayaba Parveen, ask another adult to help locate one of them should you need them and not find them anywhere.
- ❖ **Remember any employed BPALC club 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 the coach 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.
- ❖ Do not be afraid to tell someone if you have concerns.

Young People NEED to

1. Keep your photos and personal information private.
2. Conduct yourself in a respectful and courteous manner on social media as you would at home, in school or at cricket.
3. 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

1. Send inappropriate text messages or post messages on social media that are offensive, nasty or derogatory in any way.
2. Accept any friend requests from people you don't know, or you feel uncomfortable accepting.
3. Connect with, follow, or message coaches of Bradford Park Avenue Ladies Cricket



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club on social media platforms, snapchat and other messaging sites.

Photography and Video policy

Bradford Park Avenue Ladies Cricket club promotes positive images and videos of adults and children/young people playing cricket, which are used on the Club's social media platforms.

For the use of taking photos and video content, all adult members are requested to provide written consent, via the photo consent form, to the Club before any capture, footage, sharing or publishing of images/video's takes place. For children/young people, this photo/video consent is sought from parents/guardians/carers of the child. Where an individual 18 years old or over withholds consent on the form but provides verbal consent on the day of the photo/video being taken or by own choice decides to take part in the photo/video, then the Club will consider this as permission as explained in the disclaimer on the photo consent form. All new members of the Club will be required to complete the medical and photo consent form. All data is processed in accordance with GDPR principles.

For photo's/video of children/young people, the Club complies with the ECB guidance as set out below. The guiding principles are:

- ❖ Photographs/images are not to be taken at matches or training without the prior permission of the parents/carers of the child. This permission can be given by proxy by the coach of each team only after parental consent for this has been granted. The coach must arrange this prior to attending matches.
- ❖ If no consent has been given for a child/young person , then it is to be made known to the relevant person of the other team (e.g. coach/ team manager) so the appropriate person/s taking photographs for the other team is/are aware and can avoid taking photographs of that particular child.
- ❖ The children/young people should be informed a person will be taking photographs.
- ❖ The children/young people should be informed that if they have concerns, they can report these to the coach or the Club Welfare Officers.
- ❖ Concerns regarding inappropriate, or intrusive, photography should be reported to the Club Welfare Officers and recorded in the same manner as any other child protection or safeguarding concern.
- ❖ It is recommended that cricket tournaments/festivals/events/competitions set up a camera registration book for parents to complete.

It is recommended that all cricket clubs as well as tournament/festival/event organisers adhere to the appropriate guidelines relating to publishing of images as detailed below. This includes use of images





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of children (for example on the web, in the media or in league handbooks), including broadcast on social media platforms.

- ❖ Ask for parental permission to use the child's image and, wherever possible, show the image to the parents and child in advance. This ensures that they are aware of the way the image will be used to represent cricket and the club.
- ❖ Ask for the child's permission to use their image. This ensures they are aware of the way the image is to be used to represent cricket and the club.
- ❖ If the cricketer is named, avoid using their photograph.
- ❖ If a photograph is used, avoid naming the child.
- ❖ Only use images of children in appropriate kit, to reduce the risk of inappropriate use, and to provide positive images of the children.
- ❖ Encourage the reporting of inappropriate use of images of children. If you are concerned, report your concerns to the County or Club Welfare Officers.

Using video as a coaching aid:

ECB does not prevent club coaches using video equipment as a legitimate coaching aid. However, players and parents/carers should be aware that this is part of the coaching programme, and material taken in connection with coaching, must be stored securely and deleted or destroyed when a parent requests this, or when the material is no longer needed.

The parents/carers and children must provide written consent for the use of photography and video analysis.