



England Cricket Association for the Deaf Social Media Policy & Guidance (Covering texts, apps, email and messaging services)

1. INTRODUCTION

England Cricket Association for the Deaf (ECAD) together with the England and Wales Cricket Board (ECB) recognise that social media websites such as Facebook and Twitter play a key part in the daily operations of the majority of clubs. They provide unique opportunities for cricket organisations to communicate with members, as well as to anyone interested in joining the club.

Social media, when used properly, is exciting and opens up a lot of opportunities, but at times it can seem strange and even intimidating for people who did not 'grow up' with it. Facebook, twitter, texting, Whats App, online gaming and personal emails are everywhere. 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.

It is important for cricket organisations to give careful consideration to the use of social networks in cricket and balance the benefits of creativity, spontaneity and immediacy of the communication with the potential risks, especially the risks to young people.

As with all communication between people in a position of trust and young people ECAD will where possible try to ensure messages are appropriate in terms of content and format in order to avoid misinterpretation.

ECAD has taken into consideration the following:

- How it presents its activities online
- What type of content is suitable to upload
- How it interacts with users
- Sanctions for improper use

2. SAFE USE OF SOCIAL MEDIA

The Children Act defines a person under 18 years as a child.

The use of social media sites will be for communication to a wider audience of the activities and achievements of a specific team or of the club. The benefits of this include:

- appearance in search engines to attract new members
- updates will appear in news feeds
- promotion of sales such as events, playing kit and sponsors
- promotion of club fixtures and events

Social media sites are not for abusing umpires, players, coaches, other club members or other clubs or for defamatory, libellous or obscene messages.

Failure to comply with this could result in significant personal distress, risk to the reputation of an individual and/or ECAD and may require the intervention of ECAD, the ECB, the site providers and possibly the police.

Coaches (paid and volunteers), members and parents, should be aware of the need to protect their own privacy online and should understand the risks of posting and sharing content which may damage their reputation or the reputation of ECAD.

ECAD will:

- ensure that log in details to social media accounts are kept secure and only known to a limited number of relevant members.
- consider each of the privacy and safety settings available across all aspects of the sites i.e. photos, blog entries, image galleries and set the appropriate level of privacy taking into consideration the target audience and who will see the content.
- endeavour to make arrangements for under 18s via their parents/carers; this includes text, email or WhatsApp messages etc. Where a parent/carer requests juniors have direct access to social media, texts or email, ECAD will request that parents/carers are also included in all communication
- ensure that pictures of members under the age of 18 have consent from parent /carers (blanket consent is obtained when signing up for membership) and that they are not identified.
- ensure that all contact with juniors should be in relation to coaching, matches and other cricket-related activities.
- not ask users to divulge personal details including home and email addresses, schools, or mobile numbers that may help locate a young person via a social media site.
- request that parents/carers do the following:
 - make sure they are aware of which cricket social media forums their child is a member of
 - make sure they are aware of who their child is in contact with online and via text.
 - Talk to their child about social media

ECAD will not:

- accept friend requests or requests to join any social media forum from any members under the age of consent for the specific site.
 - Snapchat - 13 years
 - Instagram - 13 years
 - Facebook & Messenger - 13 years
 - Twitter - 13 years
 - WhatsApp - 16 years
 - Tik Tok - 13 years

Parents/Carers & Juniors should:

- Keep your photos and personal information private.
- Conduct themselves in a respectful and courteous manner on social media.
- Tell a professional or in the case of a junior, an adult you trust if you are worried or concerned about online behaviour or unwanted contact/ communication.

Parents/Carers & Juniors 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 they don't know or you feel uncomfortable accepting
- send or forward any indecent images of themselves, someone they know, or anyone you don't know, even if it seems to be done in fun - it is wrong and it is against the law

3. REPORTING PROCEDURES

Any concerns of potentially illegal, abusive or inappropriate content or activity, including sexual imagery and online grooming should be reported immediately to the Welfare Officer:

Tracy Wright

safeguarding@englanddeafcricket.co.uk

07802 266557

Any indecent image or video footage can be reported to the Internet Watch Foundation - they can have these removed:

www.iwf.org.uk

Where a child or young person may be in immediate danger, always dial 999 for police assistance.