



SHROPSHIRE COUNTY CRICKET CLUB

Social Media

This Guidance relates to all employees, volunteers, players, players and visitors to our club

This guidance takes into account the “social media, online communication and online safety” document produced by the ECB

We recognise that the internet provides a framework and unique opportunities to participate in interactive discussions, exchange information and opinions and experiences on topics using a wide variety of social media. Social media refers to a variety of online communications including but not limited to Facebook, Twitter, Instagram, WhatsApp, Tik Tok, You Tube, chatrooms and forums, video sharing sites, blogs and wikis.

Social media is used by its participants in both a professional and personal capacity.

The purpose of this policy is to explain players should use social media and sets out the standards of behaviour expected of those people.

We want everyone involved and supporting cricket in Shropshire to be as close to the action as possible and be part of our cricket family. This can be done through a wide range of social media channels. Using social media is a brilliant communication tool for anybody that plays, watches, or has in interest in cricket. Most posts that are made are overwhelmingly constructive and positive.

The mis-use of social media however can have significant consequences, posts that are not appropriate, or even unlawful or illegal, must not be made. Insulting, offensive, obscene, injurious, or false content can be dangerous and harmful to people's wellbeing and reputation as well as bringing Cricket, the club and individuals into disrepute.



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Using Social Media

This applies regardless of whether:

- You are posting yourself or sharing someone else's post.
- An individual is tagged in the post or not.
- The communication is by word, photograph, video, or any other form.
- The post is anonymous or not. If we can trace it back to you, we will act.

Individuals must not use our designated Cricket club social media account(s) to

- Create or share material that might be defamatory or incur liability for damaging the reputation of an individual or business/organisation.
- Post or share messages, status updates or links to material or content that is inappropriate including, gender specific comments, pornography, racial or religious slurs, information encouraging criminal activity, radicalisation or terrorism, gambling or the use of illegal substances.
- Our definition of inappropriate content or materials also covers any text, image or other media that could reasonably offend someone on the basis of age, sex, gender, religious or political belief, national origin, disability, sexual orientation or any other particular characteristic protected by law.
- Use our social media for illegal or unlawful activities, or the encouragement or incitement of such activities by others.
- Send offensive or harassing social media to others, any form of bullying or trolling will not be tolerated.
- Broadcast unsolicited views on social, political, religious or non-cricket s-related matters.
- Use social media for advertising or endorsement purposes unless agreed by **Shropshire County Cricket Club**.
- Post, send or share messages or material that could damage our reputation.
- Post upload or forward spam, junk email, chain emails and messages.
- Upload or attach files that contain viruses, corrupted files or any other similar software or programmes that may damage or compromise the security of computers and networks.



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- Commit any violation of trademarks, copyright or other registered intellectual property.

Representing us on Social Media.

Our social media accounts will be monitored by a designated person nominated by the management committee. In general, only those authorised to use our social media accounts are able to do so and must only post updates, in line with the Club's objectives to promote cricket and the activities of Shropshire County Cricket Club.

social media users may: -

Respond to enquiries and requests for help

Share content created by cricketing bodies (local, national or international)

Share insightful articles, videos media and other content relevant to cricket.

Support SCB/ECB/Shropshire County Cricket Club advertising, product launches and other initiatives.

Share information from relevant sport's governing bodies; for example, ECB/ICC.

social media users must: -

Remember you are personally responsible for what you post on social media on the Club's behalf.

Keep all log in details including passwords secure and not to share those without the prior consent of the Club's committee or designated officer.

Remember they are dealing with real people, be respectful and polite, patient and engaging even if you disagree.

Be empathetic and think how would you feel if you were on the receiving end of a message or interaction.

Recognise that while social media activity is between them and an individual the power of social media lies in the ability to share, always pause and think before you post. If a post illicit a strong negative emotion, it is usually wise to wait and reflect before immediately replying or sharing with others.

Do not share Club information not intended to be made public.

Stay on topic.

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Do not use social media to make malicious, insulting, offensive, obscene, or false statements regarding our players, coaches, officials, staff, volunteers, board players, or spectators.

Refrain from engaging in disrespectful debate or dispute.

Remember that social media posts are permanent and even if posts are deleted, they may have already been seen or captured by others.

Make it clear when you are expressing your own opinions, state that your views are not those of the club (unless specifically authorised to do so by the club)

Do not post comments about sensitive club-related topics, even if you make it clear that those views are your own, they can still damage our reputation and/or cause difficulties within the club

Before posting consider

- Would saying this be acceptable if I was attending a cricket match in person or speaking to someone in the street?
- Would I want the club committee, my family, or other players of the club to see this?
- “Views expressed are my own” will not stop them being embarrassed or change the opinions they form.
- Would a newspaper publish this? If the answer is no, it probably infringes libel or defamation law.
- Am I 100% certain this is acceptable? If in doubt, don't post.
- Before sharing or retweeting, would I write this myself and do I endorse it? If the answer is no, do not share it. By retweeting or sharing, you might as well be posting it yourself.
- How would I feel if someone wrote this about me? If you would not like it, do not post it.



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Social Media and Juniors.

- We'll make sure children and young people are aware who manages the club's social media accounts and who to contact if they have any concerns about the running of the account
- Parents will need to give positive permission for photographs or videos of their child to be posted on social media (see photograph/filming policy)
- Coaches etc should communicate any messages they wish to send out to junior players to the designated person responsible for the club's online presence
- Coaches etc should not friend or follow junior players from personal accounts on social media
- Coaches etc should not communicate with junior players via private accounts or personal messages
- Rather than communicating with parents through personal social media accounts, senior players should choose a more formal means of communication, such as face-to-face, in an email or use of the club's official social media accounts.

Using mobile phones during sports activities

So that all junior players can enjoy and actively take part in cricket we discourage the use of mobile phones during such activities

Personal social media.

Whilst all individuals have a right to a private life and freedom of expression, they must however avoid making comments or sharing material on their personal social media which is likely to harm the reputation of the club or bring the club or cricket into disrepute.

Breach of this Guidance.

We operate a **ZERO TOLERANCE** approach to breaches of this and associated policies.

Breach of this policy may result in disciplinary action and if found guilty or liable, sanctions may include (but not limited to):



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- An indefinite ban from all grounds, venues, buildings, and events connected with Shropshire Cricket including the Shropshire County Cricket League (“SCCL”), other participatory leagues and Shropshire County Cricket Club (“SCCC”)
- Dismissal, or other disciplinary measures short of dismissal, for employees in accordance with any contracts or terms of employment.
- Playerships may be revoked
- Barred from team selections
- Legal proceedings under the Malicious Communications Act 2003
- Civil action under defamation law.
- Punishment, including possible bans, deemed appropriate by the disciplinary committee of the SCCL or other member organisations of Shropshire Cricket.
- Sanctions imposed by the SCCL disciplinary committee or other member organisations of Shropshire Cricket on the club with which you are registered.

Compliance with related policies

Social media should never be used in a way that breaches any of our other policies.

Report a Breach

If you have witnessed a breach of this Policy and wish to make a complaint, email **secretary@shropshireccc.co.uk** and set out the alleged breach in writing, if possible. If there are any difficulties with reporting to the designated individual above (for example the complaint is against them or someone closely associated with them) then please speak **playership@shropshireccc.co.uk** so that they can assist.