SAINT ASAPH
CRICKET CLUB

Social Media, Online Communication and Online Safety

Social media is a constantly changing landscape providing both benefits and risks to cricket clubs and those involved in cricket.

Social media platforms enable efficient communication between your club and it's members, staff or volunteers, players, supporters, and parents/carers.

Risks include cyber bullying, inappropriate content being shared on club platforms and security issues such as club or personal accounts being hacked.

Club Codes of Conduct should include aspects around social media and many cricket clubs have formally included expectations around online behaviour into their constitution and/or disciplinary processes, and we encourage this as good practice.

Increasing numbers of clubs are nominating individuals to lead on their social media. We always recommend more than one person is made admin of any social media platform the club use.

Social Media and Online Communication

Social media, when used properly, offers many positive communication opportunities for cricket clubs. There are many different social media platforms which incorporate instant messaging, sharing of images and videos, live streaming, and gaming. As the number of available apps grows and changes, it is important to follow some simple guidelines to ensure that social media can be safely used as a promotional tool and a means of communication for the club. Remember: cricket is an open age and open gender sport.

Club officials, staff and volunteers
Social media platforms can be a positive way of promoting your 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. You should have separate cricket club and personal accounts.

- All contact with children, should be through the cricket club account, and strictly in relation to training, coaching, matches, and cricket-related activity
- 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
- Ensure club social media platforms have more than one admin and keep your 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 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.

Social Media: Do's and Don'ts

Club officials, staff and volunteers Do

- Have separate social media accounts for cricket club and personal use
- Keep photos and personal information private
- Apply all relevant Codes of Conduct and appropriate professionalism to their behaviour online
- Obtain consent before posting any personal information online. This includes photographs where an individual can be identified
- Remember the picture/no name guidance for children
- Make your account(s) secure by enabling two factor authentication and regularly check your privacy settings for both personal and club accounts.

Club officials, staff and volunteers DO NOT

- Contact children by any means. Arrangements should be made via a parent/carer. Remember that the **Rule of Two** applies to all your interactions with children, whether in person or online
- Send private messages to children via apps or social media
- Invite or accept children to become 'friends' on social media platforms
- Respond to a direct message from a child. If this happens let a parent/carer and the Club Safeguarding Officer know
- Send or post inappropriate messages that are offensive, negative or derogatory in any way.

Adult Players in Open Age Teams

Please be mindful of who may have access to material you share via social media.

The open age nature of cricket can mean that children are playing alongside young adults of a similar age who they may have grown up with, be at the same school as, and consider to be friends. Players over the age of 18 should remember that some of their teammates are children, and should judge their social media interaction accordingly and in line with club Codes of Conduct. Direct contact between an adult player and a child when there is a significant age gap between the two could be misconstrued. The adult should consider if this contact is appropriate.

If your relationship to those in your team changes (e.g. if you are appointed captain or coach), then your online contact with any children in your team will have to change as outlined above. If you have any questions about how to manage this change, please speak with your Club Safeguarding Officer.

If you have Concerns Regarding Social Media

If you suspect someone is using social media in an unsafe or inappropriate manner, you should report their behaviour to the platform as well as to your Club Safeguarding Officer, County Safeguarding Officer or the Safeguarding Team (safeguarding@cricketregulator.co.uk).

Information for Parents and Carers

As children have access to the internet from phones and other personal devices, it can be increasingly difficult to monitor their use. It is important to enable them to stay safe while online.

Different social media platforms have different age policies. Parents/carers should familiarise themselves with these age policies and how each platform works, including how to use privacy settings to keep users safe.

It is important that your child feels they can talk to someone if they are being bullied online, or if they have been exposed to something that makes them upset or uncomfortable.

There is a range of useful information available for parents/carers to help keep children safe online including:

• NSPCC

• Child Protection in Sport Unit

• Thinkuknow Home Activity Packs

Parents/carers DO

- Make sure you are aware of who your child has contact with online and via messaging apps
- Use parental controls that are available on your home WI-FI and on any platforms your children may be using
- Be aware of the ECB and your club's guidance of the use of social media and report anything that concerns you to the Club Safeguarding Officer, County Safeguarding Officer or the Safeguarding Team (safeguarding@cricketregulator.co.uk)
- Keep talking to your children about their use of social media
- Provide your phone number and email address to the club so they can contact you directly
- Report any content you think may be improper or unlawful to the police or the Internet Watch Foundation. Reporting is easy, anonymous, and could help to save a child from ongoing harm.

Information for Children

Connecting with your friends online is something you will most likely do every day. When you are using social media to connect with your friends in cricket, we want you to be safe. Please remember these things when you are online or using social media.

• If someone isn't your friend in real life, they aren't your friend online. Be careful when accepting friend requests or arranging to meet someone you have 'met' online

• Sometimes people on the internet aren't who they say they are. If you're not 100% sure, don't risk it

• Remember to change your privacy settings so that only your friends can see information about you, your posts, and your photos

• Remember that your school's name or cricket club name can make you identifiable. Don't post personal details on your social media

• Trust your instincts. If you see or receive any hurtful, upsetting or harmful content online you should use the social media platform reporting tools and tell your parent/carer or another adult you trust, such as your teacher or your Club Safeguarding Officer

• Remember that your coach is a professional, just like your teachers. They should not be your friend online and should not be sending you friend requests or messaging you on any social media platform

• All contact from your coach should be via your parent/carer or, if you are 16 or 17, your parent/carer should be copied into all messages

• Bullying can happen online. This can include negative comments about someone's performance or achievements on the field. If you, or someone you know, has had this happen, you should tell an adult that you trust

• Don't be afraid to tell someone if you have concerns. If you want to know more about staying safe online, the websites below are a good place to start:

• Childline – Online and Mobile Safety

• Thinkuknow

Children DO

- Keep your photos and personal information private
- Regularly check your privacy settings to ensure your accounts stay secure
- Conduct yourself in a respectful manner on social media as you would at home, in school or at cricket
- Make sure that you feel comfortable with everything you are doing online, if anything makes you feel uncomfortable, stop, and ask a trusted adult for help
- Remember that anything you post online could be there permanently – think before you post
- If you are worried about inappropriate online behaviour or unwanted contact/communication use the social media platform reporting tools. You should also tell you parents or carers, a professional (such as a teacher), your Club Safeguarding Officer or another adult you trust.

Children DO NOT

- Post inappropriate content on social media or make comments or send messages that are offensive or nasty in any way
- Accept any friend requests from people you don't know, or you feel uncomfortable accepting. Always tell your parent/carer, an adult that you trust or your Club Safeguarding Officer if this happens
- Send or forward any nude or sexual images of yourself, someone you know, or anyone you don't know, even if you think it is just for fun. It is wrong and it is against the law.

If you are worried that someone else is sharing nude or sexual images of you, support is available from Report Remove.

If you stumble across sexual images or videos, of someone who could be under 18, you should tell someone you trust and report it to the Internet Watch Foundation (IWF). Reporting is easy, anonymous, and could help to save a child from ongoing harm.

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