



SOCIAL MEDIA POLICY

Social media, text, direct text/media messaging and email policy

Social Media is a wonderful tool and one we want to use constructively and safely. Panthers Cricket Club promotes the healthy and appropriate use of social media. It's important to be aware of the potential pitfalls and safeguarding issues that arise when posting content in relation to:

- club activities
- team and club performance
- individual performance
- opposition performance
- officials' decisions/performance

We need all Panthers CC members and parents of junior members to be aware of this policy when sharing or posting content relating to the above from either personal or club accounts. We also need to remind all players/parents/carers to refresh themselves with our updated Photography and Video policy. Here you will find a large cross over with regards our safeguarding of all our junior club members and personnel.

Common-sense approach: 'Could I say this face to face, or would I be happy to see my comments published in the newspaper? If you are unsure of the answer to these questions, or your answer is "no", then you should not be posting this on any social media or any direct messaging platform.'

Club Coaches' use of Social Media, Texts and Emails

- Our coaches, representing the club, conform to the ECB Safe Hands Policy.
- Contacting u18 players by personal text or through social media is strictly forbidden.
- Staff, coaches & volunteers cannot direct private message anyone under 18 years old via email, text, Snapchat, Instagram or social media platforms.
- Messages should be directed to the parents AND the young person or via open forums with appropriate language & content.
- Everyone involved with Panthers Cricket Club is reminded that the Relevant Codes of Conduct (for parents, children and coaches) apply online and in text and email communications, just as they do in the "real world".

By following these 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.