



Pudsey Saint Lawrence Cricket Club

Pudsey Saint Lawrence Cricket Club (PSLCC)

Social Media and Online Communication Policy

1. Policy Statement

Pudsey Saint Lawrence Cricket Club recognises that social media and digital communication play an important role in promoting cricket, engaging members and sharing club news.

However, the club also recognises the need to ensure that *online communication is safe, respectful and appropriate*, particularly when children and young people are involved.

This policy outlines expectations for *players, parents, coaches, volunteers and club officials* when using social media in connection with the club.

2. Purpose of This Policy

The aims of this policy are to:

- Promote the club in a *positive and responsible way*
- Protect *children and young people*
- Prevent *cyberbullying, harassment or inappropriate communication*
- Ensure all communication reflects *ECB safeguarding guidance and club values*
- Provide clear procedures for reporting concerns

All members representing PSLCC online must behave in a manner consistent with the *club's Code of Conduct and Safeguarding Policies*.

3. Official Club Social Media Accounts

Official PSLCC social media accounts may include platforms such as:

- Facebook
- Instagram
- X (Twitter)

- YouTube
- Play-Cricket
- Club website

These accounts will:

- Be managed by *approved club administrators*
- Share club news, fixtures, results and achievements
- Promote a positive image of cricket and the club
- Follow safeguarding and privacy requirements

Content posted must be *appropriate for all audiences*, including children.

4. Expectations for Members Using Social Media

All club members should:

- Treat others *with respect and courtesy*
- Avoid posting content that is *abusive, offensive, discriminatory or inappropriate*
- Remember that they are representing *the club and the game of cricket*
- Respect the privacy of other members
- Avoid sharing confidential club information

Members must not:

- Post abusive or discriminatory comments
- Share rumours or personal attacks
- Post images or content that may harm the reputation of the club
- Engage in online bullying or harassment

Online behaviour should follow the same standards expected *on the cricket field or at the club*.

5. Safeguarding and Communication with Junior Players

To protect children and young people:

- Coaches and volunteers *must not send private social media messages to junior players*
- Communication regarding training or matches should be made *via parents/carers*
- Adults should not *add junior players as personal friends* on social media platforms
- Any group communications should include *parents or multiple adults* for transparency

These rules help ensure all communication remains *open, professional and safeguarding compliant*.

6. Photography, Video and Posting Images

Photos and videos may be shared to celebrate cricket activities, but safeguards must be followed.

The club will:

- Obtain *parental consent before posting identifiable images of children*
- Avoid using *full names alongside photographs of under-18s*
- Ensure images are *appropriate and respectful*
- Remove images if requested by parents or guardians

Images are considered *personal data*, and consent is required before sharing identifiable images online.

7. Live Streaming and Match Content

Where matches or training are shared online:

- Appropriate *safeguarding and parental consent* must be in place
 - Children should not be *identified with personal details*
 - Live streams should focus on *sporting activity only*
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8. Cyberbullying and Online Behaviour

Bullying or harassment online will not be tolerated.

Examples include:

- Sending abusive messages
- Posting harmful or humiliating content
- Targeting individuals with negative comments
- Sharing private information without permission

Any form of *cyberbullying will be treated as a disciplinary matter* and handled under the club's safeguarding and disciplinary policies.