LEAMINGTON CRICKET CLUB SOCIAL MEDIA POLICY

EFFECTIVE DATE: 3rd May 2014

LAST REVIEWED: 26th February 2025

POLICY LEAD: Leamington Cricket Club Management Committee

The term 'social media' is used here to describe dynamic and socially-interactive, networked information and communication technologies, for example Web 2.0 sites, SMS text messaging and social networking sites. This policy refers to the term ‘Friend’. This is used by social media networks and websites to describe a member of your network. For example ‘Friend’ on Facebook or ‘Follower’ on Twitter.

1. Purpose

The purpose of this social media policy is as follows:

- Encourage good practice
- Protect Leamington Cricket Club, its members and its volunteers

- Promote effective and innovative use of social media as part of Leamington Cricket Club's activities whilst protecting the integrity of Leamington cricket Club and maintaining a consistently high standard of communication with internal and external users.

2. Personal accounts

2.1. Whilst this policy is to govern the use of Leamington Cricket Club accounts, we would ask that those with personal social media accounts are mindful of who can view their profile and act accordingly.

2.2. You may be friends with colleagues, students, prospective students or Leamington Cricket Club partners and should therefore consider carefully before posting comments regarding Leamington Cricket Club that could cause offence or be viewed as contravening confidentiality rules.

2.3. If you identify yourself as a member of Leamington Cricket Club within your Personal accounts please remember that your actions or comments could be construed as those of Leamington Cricket Club.

3. Usage policy

3.1. The Internet and Social Media are exciting opportunities for us to engage with existing members and supporters of Leamington Cricket Club and potential new members.

3.2. Before setting up a new URL / webpage or social media account on behalf of Leamington Cricket Club please consider the purpose of the

account and what benefits you feel it may have. For example when setting up accounts with Facebook you may choose between a ‘group’ and a ‘page’ depending on your requirements.

Social Media

3.3. In line with schools and youth organisations Leamington Cricket Club coaching Staff must not be ‘friends’ with any active junior member unless you have a clear and transparent reason, for example; they are a relative, family friend etc.

3.4. In the same way as we would not pass on our personal address or contact details to junior members, coaching staff members must not become ‘friends’ with junior members on their own personal social media accounts.

3.5. This is commonly recognised as best practice in order to promote a safe and transparent online environment that protects the organisation, the students and also your interests and reputation.

3.6. We would suggest setting up a team page and have separate Social media accounts for cricket-club and personal use.

3.7. Apply the Codes of Conduct and appropriate professionalism to your behaviour online, by text and email.

3.8. Obtain consent before posting any personal information online- this includes photographs where an individual can be identified.

3.9. Coaches/Managers/Club will not send private messages to children and young people via social media.

4.10 Coaches/managers/club members will not post messages on social media that are offensive, nasty or derogatory in any way.

New accounts

4.2. All new accounts to be set up on social media sites including (but not exclusive to) Instagram, Facebook, WhatsApp Flickr, Twitter, department

websites and YouTube, should be approved by the committee before they are created. This allows us to maintain consistency and high standards of use, alongside approving use of Leamington Cricket Club logos etc.

4.3. On creation of accounts the committee will request administrative access to the account. This is to ensure that in circumstances such as the main administrator being away or unexpectedly absent; the account can still be moderated.

Existing accounts

4.4. All administrators of existing social media accounts related to Leamington Cricket Club should contact the committee to inform them of the account details. We would also ask that a member of the committee be made an administrator of the account.

5. Copyright

5.1. Social Media users are reminded that they must consider intellectual property rights, copyright and ownership of data.

5.2. Every effort has been made to ensure that nothing in the www.Leamingtoncricketclub.co.uk domains and their associated sub-domains (the website) infringes UK law.

5.3. To find out more about intellectual property and copyright laws visit the JISC Legal Information Service http://www.jisclegal.ac.uk. The following information is extracted from that site.

5.4. Intellectual property (IP) law is the law protecting the rights of creators and owners of intellectual creativity. IP law also regulates the creation, use and control of a protected work. The main branches of IP law are copyright, patents, trademarks, designs, passing off and the law of confidential information. For latest information please visit http://www.ipo.gov.uk/

5.5. Copyright is important to us because Leamington Cricket Club are users, producers and disseminators of copyright material. Infringing use of a copyright work may incur liability, and failure to protect IP may result in lost income.

6. Conduct Content

6.1. We believe in free speech, however when offering Leamington Cricket Club social media accounts we reserve the right to remove certain content that you may post on Leamington cricket club owned and administered websites and pages. As a general rule users can post content freely on a social media account except when content could be considered illegal, obscene, defamatory, threatening, infringing upon intellectual property rights, invasive of privacy or otherwise injurious or objectionable.

- **We ask all members to refrain from publishing potentially inflammatory comments about other clubs, players, coaches or officials and any controversial subjects.**
- **Avoid hostile or harassing communications in any posts or other online communications. Harassment is any offensive conduct based on a person's race, sex, gender identity, national origin, colour, disability, age, sexual orientation, veteran status, marital status, religion or any other status liable to cause offence.**
- **A good way of determining whether something is fit to post is this – could you say it face-to-face without causing offence? If the answer is no, then it shouldn't be posted online.**

6.2. Users cannot use the Leamington Cricket Club name to promote or endorse any product, opinions, cause or political party. Stating that Leamington Cricket Club endorses your personal opinion is prohibited.

6.3. You agree that you will not knowingly or with intent to defraud provide material and misleading false information.

6.4. Users should understand that content posted becomes the sole responsibility of the individual who originally posted the content. All opinions expressed by users of this site are expressed strictly in their individual capacity and not as a representative of Leamington Cricket Club.

6. 5.Leamington Cricket Club will not be liable, under any circumstances for any errors, omissions, loss or damages of any kind incurred as a result of use of any content posted on this site.

6.6. Remember that you are required to protect confidential and proprietary information regarding Leamington Cricket Club members and coaching staff.

Encouraged practice

6.7. Collaborative uses – Leamington Cricket Club supports both internal (e.g. inter-team or age group) and external collaboration and recognises that social media may provide opportunities for people and organisations to work together.

6.8. Communications and External Relations uses – Leamington Cricket Club recognises the opportunity to communicate with prospective and existing sponsors through social media as part of an integrated marketing strategy.

6.9. Prospective and current members' uses - these users, along with others who have an interest in Leamington Cricket Club, are active in social media, e.g. setting up Facebook groups and blogging. The committee will monitor these sites to get further insight into the needs of its users. Possible responses to any contentious issues identified in unofficial social media sites should be referred to the committee.

6.10. Ex member uses – Leamington Cricket Club recognises the opportunity to communicate with ex members through social media to develop an on-going relationship with them. These uses are the responsibility of the committee, who has ultimate responsibility for ex members contact details.

7. Privacy

7.1. Please be aware that if you are posting on behalf of Leamington Cricket Club using your own personal account you should check your privacy or account settings to ensure that you are not allowing a wider audience to view your personal details.

8. Monitoring and Investigation

8.1. Leamington Cricket Club may refer to social networking sites when investigating breaches of discipline, e.g. cheating, harassment, anti-social behaviour.

8.2. Leamington Cricket Club may monitor forums and blogs to gain indirect feedback on Leamington Cricket Club services and facilities.Leamington Cricket Club may post replies on forums or blogs to answer queries or address factual corrections, but would generally take a cautious approach before getting involved in contentious issues.

9. Misappropriate use of Social Media relating to Leamington Cricket Club

9.1. Posting personal statements of a defamatory or offensive nature regarding Leamington Cricket Club, any of its members or coaching staff might be regarded as breaching Leamington Cricket Club's code of conduct

and could be dealt with under Leamington Cricket Club's disciplinary procedure.

9.2. Likewise, personal statements that would reasonably be considered as offensive or discriminatory in respect of other non-Leamington cricket clubrelated groups when posted to social media can be considered as public statements and might contravene Leamington Cricket Club's code of conduct as they could be attributed to a member of Leamington Cricket Club staff.

9.3. This policy document has been drawn up to protect Leamington Cricket Club. Any infringement of this could result in an investigation and, or action in line with Leamington Cricket Clubs Disciplinary Procedure.

9.4. Any evidence that a user has committed a criminal act in relation to the use of computing equipment will be reported to the police.

10. Future Developments

10.1. This document refers to existing social media, web technologies and tools as they exist at the time of writing, however like most IT services this is a fast changing landscape and developments in social media and related technologies are regularly released.
Information and references supporting this policy have been taken from the guidelines set out below on e-safety by the ecb http://static.ecb.co.uk/files/035kb-11298.pdf