



Founded 1856

Amersham Cricket Club  
Shardeloes  
Missenden Road  
Old Amersham  
Bucks HP7 0RN  
Tel: 01494 433020  
www.amershamcc.co.uk

## AMERSHAM CRICKET CLUB SOCIAL MEDIA POLICY

The term 'social media' is used here to describe communication –centric technology including, but not limited to Facebook, Instagram and Twitter.

### 1 Purpose

The purpose of this social media policy is;

1. Promote the use of social media as part of Amersham Cricket Club's activities.
2. Protect the integrity of Amersham Cricket Club, its members, and its volunteers.
3. Maintain a high standard of communication with users

### 2 Amersham Cricket Club social media accounts

In this section we refer to the code of conduct around social media accounts whose purpose is to represent the club. This includes any account that uses the Amersham Cricket Club name in the account's handle, the club's logo, or has a profile that otherwise suggests affiliation to Amersham Cricket Club. We refer to these as *club accounts*.

#### Existing accounts

All administrators of existing club accounts should contact the General Committee to inform them of the account details. We also ask that a member of the General Committee be made an administrator of the account.

#### New accounts

- 2.1. New club accounts must be approved by the general committee before they are created.
- 2.2. On creation of club 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.

#### Encouraged practice

- 2.3. Collaborative uses – Amersham Cricket Club encourages use of social media that provides opportunities for people and organisations to work together. Such uses include organising matches, car-pooling, social events, and volunteers.
- 2.4. Communications and external relations uses – Amersham Cricket Club recognises the opportunity to communicate through social media as part of an integrated marketing strategy. Such uses include announcing of results and marketing of the club's facilities.

|                    |               |                             |              |
|--------------------|---------------|-----------------------------|--------------|
| <i>Chairman:</i>   | Ian Rogers    | ianis@theoldswanagain.co.uk | 01494 776915 |
| <i>Secretary:</i>  | Tony Chick    | tchick@star-emea.com        | 01494 865473 |
| <i>Treasurer:</i>  | Paul Weston   | paulw@pmwtravel.co.uk       | 01494 864579 |
| <i>Membership:</i> | Stuart Rogers | srogers247@gmail.com        | 07712 622974 |



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- 2.5. Ex-member uses – Amersham Cricket Club recognises the opportunity to communicate with ex members through social media to develop an on-going relationship with them.
- 2.6. Photographs and videos are important aspects of social media, however before posting photograph and videos to a club account users must have permission from the any subjects to the publication.
- 2.7. Mentioning club members by name is permitted provided that the context that they are mentioned in is courteous and unobjectionable.
- 2.8. Communication with other cricket clubs is permitted, provided posts are good-spirited.

### **Prohibited practice**

- 2.9. Club accounts must not be used as personal social media accounts. Whilst it is legitimate for Amersham Cricket Club to follow other cricket-related social media accounts, the club's accounts must not be used for non-cricket purposes.
- 2.10. Users cannot use club accounts to promote or endorse any product, opinions, cause, or political party except with permission from the committee.
- 2.11. You agree that you will not knowingly or with intent to defraud provide material and misleading false information.
- 2.12. All content posted to a club account must be legal under UK law.

### **Copyright**

- 2.13. All data stored on club accounts must respect intellectual property rights, copyright, and ownership of data.
- 2.14. To find out more about intellectual property and copyright laws visit the Information Commissioner's Office website, <https://ico.org.uk>.

### **Data protection**

- 2.15. All data held on club accounts are regulated under the General Data Protection Regulation (GDPR). Members with access to club accounts must familiarise themselves with GDPR.
- 2.16. To aid with GDPR compliance users must communicate with the club's data protection officer prior to collecting any personal data. The data protection officer will work with users to ensure GDPR compliance.
- 2.17. Users with access to a club account should consult the National Cyber Security Centre website, <https://ncsc.gov.uk> and follow the recommended practices for ensuring the club account is not compromised. Any concerns should be reported to the club's data protection officer.

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### **3 Content**

3.1. We reserve the right to remove content posted on all club accounts.

#### **Personal social media accounts**

3.2. Amersham Cricket Club does not govern personal social media accounts of its members. The policies below reflect the committee's expectations of all members' behavior whether on social media or otherwise.

3.3. Whilst members are welcome to show their membership of Amersham Cricket Club on social media, we request that personal accounts are clearly identifiable as personal accounts and do not appear as sanctioned by the club. For example, members can include the club in their biographies, but should not pick a handle such as @AmershamCCBowler.

#### **4 Monitoring and Investigation**

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

4.2. Amersham Cricket Club coaching staff and committee members must not be friends (or equivalent) with any active junior member unless you have a clear reason, for example they are a relative or family friend. This applies to social network, messaging apps, and SMS. On social network with non-reflexive friendship models, such as Twitter, junior members may follow senior members. Whilst not to be encouraged, this is permitted. The senior member should not reciprocate by following the junior member

4.3. Stating that Amersham Cricket Club endorses your personal opinion is prohibited.

4.4. Posting personal statements of a defamatory or offensive nature regarding Amersham Cricket Club, any of its members, or coaching staff might be regarded as breaching Amersham Cricket Club's code of conduct and could be dealt with under Amersham Cricket Club's disciplinary procedure.

4.5. Infringement of this policy could result in an investigation in line with Amersham Cricket Club's disciplinary procedure.

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

#### **5 Future Developments**

5.1. This document refers to existing social media as they exist at the time of writing, however this is a fast-changing landscape.

5.2. Information and references supporting this policy have been taken from the guidelines set out below on the ECB esafety

Date Adopted: July 2018

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