



## Bishop's Stortford Cricket Club

### Social Media Policy

#### 1. Purpose and scope

BSCC recognises the increased use of collaborative technologies which can be acceptable when used positively, however, inappropriate use of social media to insult, slander, abuse or bully any individual or other club is not acceptable.

At all times members need to comply with the MCC Spirit of Cricket and avoid potential reputational damage to the club.

This Policy needs to be read in conjunction with the Code of Conduct and you are reminded that misuse of social media could result in Disciplinary Action being taken.

This Policy does not override legislation concerning the misuse of social media under English law.

#### 2. Definitions

**SOCIAL MEDIA** relates to online applications that allow collaboration. Examples of social media platforms include, but are not limited to, Facebook, Twitter, Instagram, LinkedIn and WhatsApp groups.

**YOUNG PERSON** is used to refer to any person below the age of 18.

**DISCIPLINARY ACTION** means action taken under this policy and Code of Conduct.

### 3. Guidelines

- The use of social media positively to the club's cricket activity, team and player performance is welcomed.
- Any images or videos used MUST be appropriate to the cricket activity.
- The Club has a duty to receive permission from leagues, opposition teams and umpires of any live streaming or publishing of video from any matches on any social media platform.
- Therefore any club member intending to live stream or publish video from any matches on any social media platform MUST notify the Club of their intention to live stream or video and must have permission before doing so at least 72 hours prior to the game in order that permission from leagues, opposition teams and umpires can be sought.
- Social media must not be used to insult, belittle, criticise other teams, players or officials involved in cricket locally or nationally.
- Targeting or bullying of individuals (players or members) is unacceptable.
- Care must be taken when "friending" players who are not yet adults (under 18 years of age) and with content shared with them to avoid any Safeguarding issues.
- Individuals must take care when using their "personal" social media accounts and inappropriate comments should not be made in the name of Bishop Stortford Cricket Club. Any such comments may be considered as potential breaches of this policy or those of the leagues and competitions in which the club participates.
- Equally care must be taken when adding @bishcricket @bsccladies to any comments on personal Twitter accounts.
- Similarly, care should be taken when adding comments to club Instagram accounts bishopsstortfordcc and bsccladies or from personal Instagram accounts that tag the club and its accounts.

### 4. Reporting Concerns

Safeguarding is everyone's responsibility so any misuse or inappropriate usage of social media should be reported to the Club Safeguarding Officer or Club Chairman.

Reported incidents will be reviewed and, dependent on the seriousness, appropriate action taken.

Misuse may also lead to the club taking Disciplinary Action against the individual(s) involved in using social media inappropriately.