

Social Media Post Guidelines for West of Scotland Cricket Club

Introduction

This document outlines the guidelines to ensure the club, its players and members are presented to the world in the best way possible.

The guidelines apply to every member, employee, player or office holder who posts to social media or the West website with comments relating to the club, or capable of interpretation as representing the views of the club.

This is because West of Scotland's online presence is a window into the club as a whole. The club is selling itself to potential new members (especially juniors). Additionally, sanctions can be applied by governing bodies over negative social media posting.

Luckily, this is simple to overcome with these guidelines. There are very few hard and fast rules. Mostly it is common sense. However, if you have any questions or doubts about posting, please discuss it with a representative of the club before committing content to the world.

General

- Posts that can be perceived as derogatory, abusive, insulting or offensive are strictly prohibited.
- Posts that can be perceived as critical of players, officials, administrators or cricket organisations to which West is affiliated (either implied or direct) are strictly prohibited¹.
- Avoid the use of colloquial terms when referring to the club or teams. The club as a whole is either "McCrea West of Scotland" or, if needed to shorten "West"².
- In general, focus on positives. Play down or do not comment on negatives, especially if this is a criticism.

¹ These organisations include - but are not limited to - the WDCU, WDJCU, WSACO, Cricket Scotland, ECB and ICC.

² Refer to the 1st XI as "McCrea West of Scotland", the 2nd XI as "Partick", the midweek 3rd XI as "Hamilton Crescent" and Sunday team as "Development XI".

- When using humour, avoid in-jokes and anything inappropriate for younger people. An 11 year old will probably be reading your post.

Photo and video

- Members are encouraged to submit photos and videos to be posted to the West website and other social media pages.
- Photos and videos of juniors (Under 18) are to be posted only with written permission from parents.
- Never use names of U18 players or members when posting photos.
- When posting from official social media accounts, consider all photos and video for quality. Ideally visual content will appear professional (as if taken for a newspaper).
- There is some flexibility on this for humour. Please use your judgement when posting using official outlets, as more informal content can still be very popular but must be used sparingly.
- When posting to the website, do not use images that are unrelated to cricket when posting about cricket. Ideally use images of West of Scotland players and ground³.
- Memes are acceptable to post from official social media outlets if they meet the general guidelines.

Articles and other official written content

- West strongly encourage longer form articles submitted by members.
- Unless in "op-ed" style, write articles in third person, in a "news" style.
- If posting in an official capacity, avoid using "we" or "us" when referring to West.
- Use brevity in all written posts on official social media outlets. Only write as much as you need to, especially in Facebook posts (generally 1-2 sentences).
- Website articles can be longer, but the ideal is still no more than 700 words.
- When using names in official articles, explain their role at the club alongside the name. Avoid nicknames.

³ There is a large choice of stock photos of West available on the website that can be used.