

SVCC Social Media and Electronic Communications Policy

Introduction

- Sevenoaks Vine Cricket Club (SVCC) is proud to be a sociable club, and using social media, texts, emails or messaging apps is a great way for SVCC and its members to keep in touch and support sponsors.
- This policy has been written to help everyone involved in SVCC to make informed decisions about how they use online communications when discussing SVCC-related activity or persons. This policy only applies to SVCC and cricket-related matters and relationships and not individuals' personal/ private interactions.

Policy

- SVCC recognises the right of individuals to communicate freely within the law, and has no intention to restrict proper and sensible exercise of this freedom. But without care it is easy to post comments which might seem like a good idea at the time but which can later cause problems and with the individuals concerned. Whilst an individual's comments may not 'officially' represent SVCC, they can reflect badly on SVCC, the game of cricket and the individual.
- Always remember that everyone involved with SVCC has a responsibility to safeguard its good image.
- SVCC urges members to use common sense and "think before posting".
- A good way to decide whether you should post something is to ask yourself: "Could I say this face-to-face without causing offence", or "would I be happy to see my comments published in a newspaper?" If you are unsure or the answer is "No", then you should NOT post it.
- This policy is not meant to stifle communication but acknowledge that one person's joke can be perceived as another person's insult. It is also easier for the written word to be misinterpreted and cause offence.

Guidelines for Social Media Use

SVCC requires members to observe the following guidelines on responsible social media use, email or messaging applications use. Please:

- Do NOT post unpleasant, offensive or potentially inflammatory comments (for example, containing abusive, insulting or indecent language/ swearing; or threats) about SVCC members or Officials; others or players; leagues; umpires; or 'controversial' subjects and so on.
- Do NOT respond to inaccurate, negative or nasty comments (for example, made about you, our teams or others, your friends or SVCC). Individuals should never respond on behalf of SVCC. Instead, please bring any matters of concern to the attention of a SVCC committee member.
- Do NOT make hostile or harassing comments, or discriminate based on any status liable to cause offence (such as a person's race, colour, ethnic origin, nationality,

religion, gender or gender identity, sexual orientation, social class, disability or so on).

- Do NOT post comments which may undermine the unity of a team or the good standing of SVCC; or which are detrimental to the interests of SVCC or game of cricket; or which bring SVCC, individual, or game of cricket into disrepute (that is, damage their reputation).
- Do NOT divulge confidential information or information belonging to SVCC, which is not in the public domain, or expand upon such information already in the public domain. This includes (but is not limited to) team selection, tactics and injuries.
- Do NOT post information which could implicate another person in disciplinary or legal proceedings. This could include (but is not limited to) copying or redistributing another person's social media posting.
- DO comply with ECB Guidelines on the use of images of children. In particular, if the cricketer is named, do not use their photograph. If a photograph is used, do not name the child.
- DO remember that we are a family-orientated SVCC with many child members who will sometimes form part of the audience or the team. Whilst events such as Summer Ball are an important part of our social calendar, in keeping with the SVCC family image, we expect that posts relating to social activities such as drinking or gambling remain appropriate. It is in no-one's interests to glamorise excess!
- DO NOT use any material which holds a copyright as this will have financial consequences for SVCC
- DO ensure that you attend appropriate training to keep up to date with your role and for the safeguarding of children and young people.
- Report any concerns you may have concerning children to the SVCC Safeguarding Officers

Consequences of Not Following This Policy

- Any member found to be in breach of this policy may be subject to disciplinary action by SVCC (up to and including cancellation of membership), or relevant league or both. In extreme cases it could even result in criminal prosecution or civil liability.

SVCC Responsibilities

- All SVCC Committee members have a duty to promote awareness and understanding of this policy and act if they become aware of any breach of it.
- SVCC will monitor its own media channels to ensure postings comply with the above policy. If any concerns arise SVCC will remove the material.
- Any comments made on an individual's own social media remain the responsibility of the individual and SVCC will accept no liability for those comments, nor any actions taken as a result.
- Follow ECB guidelines set out in their Safe Hands Policy and any other relevant ECB guidelines issued.

Version: March 2024