A picture containing text, device, gauge

Description automatically generated

|  |  |
| --- | --- |
| Subject Area | Child Safeguarding Policies |
| Specific Area | Social Media |
| Approved by | Committee |
| Approval date | 2015 |
| Next review date | 2021 |

## Introduction

Social media provides an exciting opportunity for Southborough CC to engage with existing members as well as potential new members and supporters. As with all communications, there are however risks.

These guidelines are designed to protect the Club, its volunteers and its members whilst ensuring that social media can be embraced as part of the clubs activities.

## Personal accounts

Whilst this policy is to govern the use of Southborough CC accounts, it is important to remember that many of our members, committee members and coaching team have their own personal social media channels, such as Facebook, Twitter and Instagram.

All those with personal accounts are reminded that:

1. Personal accounts are not suitable for expressing the views, news or opinions of Southborough CC other than re-posting official club posts.
2. That members should be mindful of their own posts and the audience who can view them.
3. Those in positions of trust (this would include but is not limited to, coaches, committee members, team captains etc.), should not be “friends” with any junior member[[1]](#footnote-1) of the club, unless you have a clear and transparent reason, for example; they are a relative, family friend etc.

## Communications & Content

When posting to any social media platform on behalf of the club, you should consider intellectual property rights, copyright and ownership of data. For example you cannot take any image returned on a search engine and use this on behalf of the club, unless you are certain that you have the right to do so.

Users cannot use the Southborough CC name to promote or endorse any product, opinions, cause or political party.

Users should ensure that any post is legal and does not contain content that could be considered illegal, obscene, defamatory, threatening or discriminatory in any way.

## Child Protection

When posting on social media all users are reminded of the need to protect our junior members from harm. The following guidelines should be followed at all times:

1. All communication with juniors should be in public, communication via private messaging direct to a young person is not acceptable.
2. Junior members should not have their full names included in any posts – it is acceptable to say congratulations to Adam for taking 5 wickets, but we cannot say congratulations to Adam Smith.
3. Likewise no personal details should be included, so for example comments that divulge the junior member’s age, address or contact details should not be included. This means it is inappropriate to tag junior members in posts, as in effect you then share their account address with others.
4. Pictures of junior members are permitted on social media as long as we have the relevant permission from their parents/guardians. This information is contained within the junior membership form and if you are in any doubt as to the permission then please check with the Junior Co-ordinator or the young person’s parents. Do not post until you have permission.

## New accounts

At the current time the club operates both a Facebook, Twitter and Instagram Accounts in addition to its website. All new accounts should be agreed by the committee in advance with at least one committee member being provided admin rights on each account.

1. The word “children” should be taken to mean all persons under the age of 18 years [↑](#footnote-ref-1)