



Malvern Cricket Club

Social Media and Electronic Communications Policy

1. Introduction

- Social networking activities conducted online, such as involvement in social networking sites like Facebook, X (Twitter), etc, as well as posting material, images, comments on sites such as You Tube, or even communicating via text, email or Whats App can have both a positive and negative impact on the reputation and image of Malvern Cricket Club.
- In addition, Malvern Cricket Club (CC) has a firm commitment to safeguarding children in all aspects of its work.
- The Malvern CC Social Media and Electronic Communication Policy has been written to set out the key principles and code of conduct that we expect of all members and team officials of the club to adopt with respect to their responsibilities in connection with the use of social networking sites and electronic communication.

2. Key Principles

- Safeguarding children is a key responsibility of all members and it is essential that everyone at Malvern CC considers this and acts responsibly if they are using social networking sites or communicating electronically in relation to the Club.
- All members at Malvern CC have a responsibility to ensure that they protect the reputation of the club, and to treat fellow members, players, parents, volunteers or external guests of Malvern CC with dignity and respect.
- It is important to protect Malvern CC from allegations and misinterpretations which can arise from the use of social networking sites or electronic communications.

3. Aims

- To set out the key principles and code of conduct expected of all members and club representatives of Malvern CC with respect to social networking and electronic communication.
- To further safeguard and protect children and volunteers.

4. Code of Conduct for members of Malvern Cricket Club – Social Networking

The following are not considered acceptable at Malvern CC:

- The use of the Malvern CC name, logo, or any other published material without written prior permission from the Management Group. This applies to any published material including the internet or written documentation.
- The posting of any communication, or images, which link the club to any form of illegal conduct or which may damage the reputation of the club. This includes comments that are threatening, abusive and insulting.
- The disclosure of confidential, club-sensitive information, or the disclosure of information/images that could compromise the security of the club.

In addition to the above every member of Malvern CC must ensure that they:

- Do not make any derogatory, defamatory, rude, threatening or inappropriate comments about the club, or anyone at or connected with the club or those clubs that it plays. This includes other club members, volunteers, parents or players.
- Use social networking sites responsibly ensuring that neither individuals or other clubs personal/professional reputation, or the club's reputation is compromised by inappropriate postings or liking other inappropriate postings. By using or accessing the club pages, you agree to comply with Facebook's Terms and Conditions, in particular Community Standards:

Posts will be removed that are:

- Unlawful, libelous, defamatory, sexually explicit, obscene, abusive, violates other's privacy rights.
- Vulgar or use inappropriate language.
- Degrades others on basis of gender, race, class, ethnicity, national origin, religion, sexual preference or disability.
- A personal attack or designed to incite others to violate rules.
- Disruptive or off topic.
- Copyright protected materials.
- Link baiting (embedding a link in your post to draw traffic to your own site).
- Spamming in nature.

5. Potential and Actual Breaches of the Code of Conduct

In instances where there has been a breach of the above Code of Conduct, the following will apply:

- Any breaches of this policy will be fully investigated. This investigation will initially sit with the Malvern CC Committee and should it be found that this policy has been breached the individual will immediately be suspended from all club activity until the next meeting of the Malvern CC Committee. The matter will then be considered by the Malvern CC Committee who will either deem the suspension sufficient punishment or, where need be, refer the matter to the club's disciplinary committee. A breach of this policy will be considered to be a serious disciplinary offence which is also contrary to the club's ethos and principles.

The Club will take appropriate action in order to protect the club's reputation and that of its members, volunteers, children and anyone else directly linked to the club.

6. Social Network Sites Statement:

- All players, parents, managers, coaches or anyone associated with Malvern CC are reminded, with regard to comments made on social network sites or electronic communication that, posting comments directed towards match officials, other players, other teams, other coaches/managers, or anyone else connected to adult, junior or mini rugby whose comments are proven to be in breach of the club's Code of Conduct will be dealt with within the club's disciplinary procedures.