



KCC Use of Social Media, Texts, Apps, Email and Messaging Policy

Introduction

KCC takes its guidelines on the use of social media from the ECB. Social media is a useful tool for celebrating and communicating club events. Having the following guidelines in place ensures that it remains a safe and informative environment for the club's members and players, both junior and senior. We encourage all volunteers and members, junior and senior, to be mindful that when posting on social media, if the content is not appropriate for publishing on a notice board, it doesn't belong on the club's social media pages. It is to be remembered that all codes of conduct apply on social media and in text and email communications, and that this policy is to be read in conjunction with the club policy on Photography, Filming and Social Media. The term child or junior relates to any member under the age of 18.

Club Social Media Policy

- The club has appointed suitable individuals to monitor the content of the club's social media sites. These club officials will remove inappropriate posts or comments and report any such incidents to the club safeguarding officer.
- Should any member wish to generate a post on the club's social media pages, including players, coaches, team managers and committee members, they should forward the contents of the post to the club for suitability screening and posting on their behalf.
- The club will only include individuals on a post if we have consent to do so.
- The club will not post an individual's identifying details (eg. a person's address)
 - All posts/comments on a post must portray the club, the game and any individuals positively. Inappropriate, discriminatory, bullying or posts/comments of a sexual nature will not be tolerated, will be removed, and are to be referred to the club safeguarding officer.
- The club will not communicate directly with junior players via social media. ● Junior members must not request adult club representatives to be their 'friend' or 'follow' them on any social media.
- All those responsible for the management of the club and the delivery of cricket are made aware of the club's social media policy. All are aware of the

following;

- As representatives of the club, all communications should conform to Safe Hands policy and guidance and this club policy, and be read in conjunction with the club policy on Photography, Filming and Social Media.
- If a junior requests to be a 'friend' on your personal account, you should instead direct them to the official club accounts.
- Social media must not be used to private message juniors.
- Ensure that in posting/commenting, to not make derogatory comments or cause personal distress, or anything which is inappropriate to children.
- Not to post any information regarding junior events or individual juniors. If such posts are to be made, the information must be forwarded to the nominated club officials for social media, who will confirm suitability and post on behalf of the club in accordance with policies and guidelines.
- All posts must portray the club, the game and individuals positively. Bullying, discrimination and content of a sexual nature will not be tolerated. Any examples of such, or any other posts deemed to be inappropriate in relation to any aspect of the club and its members are to be referred to the club safeguarding officer.

Texts, Apps, Email and Messaging Policy

- The club and any representative of it, will not contact a junior member under the age of 16 years directly using text, app, email or private messaging.
- If a junior is above the age of 16, the junior member may be contacted directly if this has been requested by the parent/guardian and the club has received permission from the parent/guardian, but the parent/guardian MUST also be copied into the same message at the point of sending the message to the junior.
- Junior members under the age of 16 years must not contact club representatives, including team managers, coaches and senior captains directly.
- If a junior member over the age of 16 contacts a club representative, including team managers, coaches or senior captains directly, they must copy a parent/guardian into the message at the point of sending.
- If a club representative, including team managers, coaches or senior captain is privately contacted by either a junior under the age of 16 years, or a junior age 16-18 years that doesn't follow the correct procedure, the recipient must not respond to the message and must report it to the club safeguarding officer.
- For the junior section of the club, all communication by team managers/coaches where possible will be via the Spond app. If a situation

arises where this is not possible, the team manager/coach must contact the club to advise why a different method is to be used, and copy the club on the communication.

- Parents/guardians are requested to contact the team manager/coach via the Spond app.
- Only club appointed individuals and team managers/coaches will contact parents/ guardians. These individuals, team managers and coaches have been registered with ECB safeguarding and confirmed as suitable for their role. Parents/guardians will be notified at the beginning of the season who will be leading their child's age group. If changes arise throughout the season, they will be communicated to parents by the club's junior lead. If parents/guardians are contacted by other individuals that have not been notified to them, it must be reported immediately to the club safeguarding officer.

KW April 2025

Review: April 2026