Market Deeping Cricket Club

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Code of Conduct for Social Media Use

Market Deeping Cricket Club is fully committed to safeguarding and promoting the wellbeing of all its members.

Members and guests of Market Deeping Cricket Club are reminded that the relevant Codes of Conduct apply online and in text and email communications, just as they do in the 'real world.'

Members and guests will be measured against the same standards of behaviour as if offline (in normal life). For example, any form of harassment and/or displaying of images or making offensive comments (this includes racist, sexist, sexually explicit, homophobic or otherwise offensive remarks) against Club members, the players, members, spectators officials or facilities of any other club or members of the public, will be treated just as seriously and subject to the same potential disciplinary sanctions.

Members are also reminded that the laws of slander and libel may apply to any posting, on social media or elsewhere, and legal action could be taken by the injured party. **Think twice before posting - then think again!**

Social media is the term commonly given to websites, online tools and other technologies which allow users to interact with each other in some way by sharing information, opinions, knowledge and interests. Social media involves the building of communities or networks, encouraging participation and engagement.

Social media encompasses many variations of online media. Examples include blogs, micro-blogs (Twitter), podcasts, 'wikis' (Wikipedia), message boards, social book marking websites (Reddit), social networking sites (Facebook, LinkedIn), video sharing sites (Snapchat, Periscope, Vine), and media content sharing websites (such as Flickr, YouTube, Pinterest, Instagram). Whilst chat rooms may not be classed as social media, the same guidance is applicable when identifying yourself as a member of MDCC.

This policy will also apply to any new or emerging technologies or systems which may develop in the future.

If you suspect that someone is using social media in an unsafe or inappropriate manner, you should report their behaviour to the Club Welfare Officer or the ECB Safeguarding team – email safeguarding@ecb.co.uk

If you believe that an offence has been committed, or that someone's use of social media is placing a child is at risk of harm, inform the police immediately

Code of Conduct for Social Media Use
General Guidelines

◉ All members are responsible for their own actions in the use of social media

◉ If you are identifying yourself as a member of MDCC on any social media platform, either by photos or content, then your conduct must be in accordance with the Club's values and expected behaviours

◉ Care should also be taken to adhere to privacy law, which states that the owner's permission must be sought prior to photographs taken on private property being published. Permission should also be sought from any individuals for any photograph to be published where they are identifiable - if photographs of under-18s are published they must not be identified by name without the explicit permission of their parents / guardians

Code of Conduct for Social Media Use
Guidance as Club Officials / Coaches / Managers

◉ Remember - You are representing the Club!

◉ Your communications should conform to the ECB 'Safe Hands' policy and guidance

◉ Ensure that nothing you post could cause personal distress or be seen as inappropriate for children

◉ If you wouldn't put it on the club notice board, it doesn't belong on the Club's social media pages

◉ Further guidance can be found via the Child Protection in Sport Unit (CPSU) website at: http://www.nspcc.org.uk/Inform/cpsu/resources/briefings/social_networking_services_wdf69029.pdf

◉ If you are given responsibility for moderating and using social media on behalf of the Club we expect you to exhibit a duty of care towards the Club that considers how others perceive us and to ensure that any materials published are in no way deemed to be offensive or inappropriate

◉ Where visitors/users of a channel submit offensive or defamatory material, it will be removed by a moderator at the earliest possible opportunity. Moderators must act promptly and without hesitation as soon as a known issue with the content is brought to their attention. This may, at times, be carried out by an Officer of the Club if they are first to notice the material

◉ Moderators should take decisive action to remove the offending post and block or remove the associated user if appropriate to prohibit further instances of misuse

◉ All offensive comments made on social media channels by visitors must be reported to the Press Officer by email immediately.

Code of Conduct for Social Media Use
Guidance for Contacting Junior Members

- The Children Act defines a person under 18 years as a child

- All arrangements for under 18s should be made via their parents or guardians; this includes text and email messages, so that they are able to monitor communications

- For members over 16 years old an acceptable exception to this rule is to text or email the parent and to copy in the 16 or 17 year old, with the parent's prior consent

- If you receive any responses that appear inappropriate they should be brought to the attention of the parent or guardian

- You should not engage in individual text or email conversations with children without their parent or guardian receiving the same messages from you

- All contact with children should be in relation to coaching, matches and cricket-related activity

Code of Conduct for Social Media Use
Guidance for Members as Individuals

The Club recognises that members make use of social media in a personal capacity, however, whilst you may not acting on behalf of the Club, members must be aware that they can damage the Club if they post material that is offensive to others or goes against our values and expected behaviours

Any communication that members make in a personal capacity through social media, **must not**:

- Bring the Club into disrepute, for example by:
  - Criticising or arguing with Club members, the players, members, spectators, officials or facilities of any other club or members of the public
  - Posting images or other content that are inappropriate or link to inappropriate content.
- Breach confidentiality, for example by:
  - Revealing confidential information owned by the organisation
  - Giving away confidential information about an individual or organisation

- Breach copyright, for example by:
  - Publishing an image without permission of the owner of the property, if it is private
  - Fail to give acknowledgement where permission has been given to reproduce something
- Do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
  - Making offensive or derogatory comments
  - Posting images or other content, or links to content, that are discriminatory or offensive
  - Using social media to bully and/or harass another individual

Code of Conduct for Social Media Use
Guidance for Junior Members

The internet is a great place to learn and to have fun with your friends, and the best way to have fun is to make sure that you stay safe.

You should think about the points below whenever you use the internet, or speak to people online or by text:

- If someone isn't your friend in real life, they aren't your friend on the internet. **Be careful when accepting friend requests**

- Sometimes people on the internet aren't who they say they are. **If you're not 100% sure, don't risk it**

- Remember to change your privacy settings so that only your friends can see information about you, your wall posts and your photos

- If someone is sending you messages or texts that you are worried about, you should tell your parents, an adult you trust, your teacher or the Club Welfare Officer

- Remember that your coach is a professional, just like your teachers. They should not necessarily be your friend on Facebook, and should not be texting or messaging you without your parent's consent

- Bullying can happen online too, and it's known as cyber-bullying. If you, or someone you know, has had this happen to them you should tell an adult that you can trust

- Don't be afraid to tell someone if you have concerns

- Have a look at the Think You Know page on the internet for more information about staying safe online: http://www.thinkuknow.co.uk/

Young people DO

- Keep your photos and personal information private

- Conduct yourself in a respectful and courteous manner on social media as you would at home, in school or at cricket.

- Tell a professional or an adult that you trust if you are worried or concerned about online behaviour or unwanted contact/communication.

Young people DO NOT

- Send inappropriate text messages or post messages on social media that are offensive, nasty or derogatory in any way

- Accept any friend requests from people you don't know or you feel uncomfortable accepting

Code of Conduct for Social Media Use
Guidance for Parents / Guardians

This generation is growing up with the internet as part of their everyday lives, and that's a good thing. It's a great place for them to learn, to have fun and to chat with their friends. Of course, it's important to make sure that they're safe while they do it.

Remember: it is against Facebook's rules for your child to have an account if they're under thirteen years old. This is to prevent them from being exposed to potentially inappropriate content. You will find all you need to know about keeping young teens safe on Facebook on their official safety page for parents: http://www.facebook.com/safety/groups/parents/

Likewise, Google has some highly relevant advice on their family safety pages: http://www.google.co.uk/familysafety/advice.html

You may also want to have a look at the Child Exploitation and Online Protection Centre's guide to the internet for parents and carers: https://www.thinkuknow.co.uk/Parentsold

Here are some key tips which can significantly help to reduce the risks involved with social media and the internet

- Make sure that your family computer is in a main living area and the screen is positioned so that you can see what's going on
- Make sure you are aware of who your child has contact with online and via text
- Talk to your children about using social media
- Be aware of the ECB and the Club's expectations for coaches and social media
- Provide your mobile number / email address, if requested, so the club can contact you
- Most importantly of all, it's important that your child feels they can talk to someone if they are being bullied online, or if they've been exposed to something that makes them upset or uncomfortable