



IVYBRIDGE CRICKET CLUB

**Ground:
Filham Park
Godwell Lane
IVYBRIDGE
PL21 0LE**

SOCIAL MEDIA POLICY STATEMENT

Background

Social media enables selective and targeted conversations with players, members and key supports of the club. As members of the club use popular platforms like Twitter, Facebook, YouTube and Google+ there is a greater demand for guidelines on how to properly use these platforms.

Communicating in the social media space can be instantly available and consumed. With this comes risk, as with any communications in the public domain. Dialogue initiated on a social media platform can appear on a number of sites available to the public and this information should be treated with care. The Spirit of Cricket should always be applied to the way club members and supporters behave on-and-off the field but this also includes behaviour through social media.

Guidelines

The following social media guidelines have been developed by the England and Wales Cricket Board to work alongside our club code of conduct. They include the following: -

- Social networking profiles, fan pages or networks (e.g. Facebook, LinkedIn)
- Blogging or micro-blogging (e.g. Twitter)
- Contributing comments, reviews and content to forums, social networks, websites or blogs.

All members and supporters must adhere to these guidelines whilst engaged with social media: -

- The club will not tolerate members or supporters making false representations about themselves, the Club or any other Club associated organisations or stakeholders including sponsors, league representatives, officials and members of the public.
 - Whilst using social media, remember to be careful about disclosing information about the Club that is not already in the public domain or any other personal information.
 - Respect the confidentiality of the Clubs members and supporters.
 - Do not post other people's materials without getting permission.
- The following information related to the Club should not be disclosed through social media platforms or anywhere in the digital environment.
 - Commercially confidential information including details of the Club financial performance not in the public domain.
 - Club strategy, intellectual property, or future plans not in the public domain.
 - Current legal proceedings.
 - Personal information (anyone's, not just yours).
 - Anything that may be the Club into disrepute.
- In addition to the guidelines included in the Club Code of Conduct, the following are general points to consider when communicating online.
 - Be respectful of other people. Consider how you might be perceived by strangers as a representative for or ambassador of the Club. Be aware that your post can be read by anyone.
 - Don't write things that you wouldn't be prepared to say in person or see printed in a daily newspaper. Be mindful of posting photographs or comments that may damage your own reputation in addition to that of the Club.
 - Exercise judgement in deciding with which stakeholders including peers, league contacts, official figures and members of the public are appropriate to engage.

If you need further information or advice about communicating using social media please contact our Club Welfare Officer, Craig McWhinnie.

**Jon Sparkes
Hon. Treasurer**

Last reviewed: 6th March 2021