



Prestwich Cricket Club



Online Safety and Communications Policy

Prestwich Cricket Club supports the ECB and LCF approach to promoting the safe and responsible use of communication and interactive technologies within cricket. This policy covers all online media and technology, either owned or operated by the Club or Individuals on behalf of the club.

The aim of the Policy is to:

- Promote safe and responsible use of digital technology and social media in cricket
- Protect children and adults from harm, exploitation, and inappropriate content or contact online
- Establish clear guidance on communication between staff, volunteers, and young participants
- Support a culture of transparency and accountability in all digital interactions
- Protect the integrity of the Club

By following some simple guidelines potential pitfalls can be avoided, and Social Media can be safely used as a promotional tool and a means of communication for the club.

The Policy applies to:

- Children and young people under 18
- Adults at risk
- Parents and carers
- Staff, coaches, volunteers, and officials
- Supporters and other Club Members

The Policy Covers:

- Use of social media (Facebook, Twitter/X, Instagram, TikTok, YouTube, etc.)
- Communication apps (WhatsApp, Messenger, Signal, etc.)
- Emails, texts, and phone calls
- Video conferencing and online meetings
- Online training, games, and live streaming

Clubs, Coaches and Volunteers

Communication with Children and young people

In order to promote a safe working environment, communications with Children and young people should be controlled and limited, as below:

- Always communicate with children via their parents
- Never use personal accounts or numbers to contact children
- Avoid one-to-one messaging with a young person, use group messages including at least one other adult
- Communications should be professional, transparent, and cricket-related only
- If operating a chat group for selection, ensure that this is one way communication

Social Media use

Social Media accounts are great for promoting the Club and cricket in general, as well as being a fun way to unwind and stay in touch with friends. It is essential to keep these two worlds separate. The Club Social Media Accounts should be used as follows:

- Managed and maintained by responsible Adults
- Content should promote cricket positively and respectfully
- Children must not be tagged or identified
- Do not post anything that could be viewed as offensive, abusive, discriminatory, or unprofessional
- Private messaging between adults and children on social media is not permitted

Remember that you are representing the Club in any posts you make on Official Social Media. If you would not put it on the Notice Board, don't put it on Social Media.

Photos and Videos:

- Follow ECB photography and video guidance at all times
- Obtain parental/carer consent before sharing any images of children
- Ensure imagery is appropriate and does not reveal personal details (e.g. full names, locations etc)
- Live streaming of matches or training involving children should only occur with strict controls and parental consent. The GMCL League has introduced a policy on this which must be followed.

Online Meetings and Virtual Training:

- Use ECB-recommended platforms with privacy settings enabled
- Children must be supervised by a parent or carer during any virtual session

- Sessions should be recorded and stored securely where appropriate
- Only deliver age-appropriate content with safeguarding measures in place

Parents and Carers

Whilst the Club has a duty of care for young people, the Parents / Carers also have a responsibility within the Cricket environment. This includes:

- Be aware of how your child uses digital devices and who they are communicating with in cricket
- Encourage children to speak up if something online makes them feel uncomfortable
- Report concerns to your Club Safeguarding Officer or the County Safeguarding Lead
- Ensure you have given or withheld consent for images or communication preferences in writing

Members and Supporters

The reputation of our Club, our League and the game of Cricket is very important to Prestwich CTBC. It is the responsibility of all our Members and Supporters to help us maintain this reputation. This requires everyone within the Club environment to ensure that they do NOT post anything that could be viewed as offensive, abusive, discriminatory, or unprofessional on any Social Media platform.

If any inappropriate messages are seen online, they should be reported to the Club Safeguarding Officer (if it involves Children or Vulnerable Adults) or the Club Committee / Chairman.

If you have concerns regarding social media, texts and emails

If you suspect that someone is using social media in an unsafe or inappropriate manner, you should report their behaviour to your Club Welfare Officer, the County Welfare Officer, or the ECB Safeguarding team- email safeguarding@ecb.co.uk. It is the responsibility of everyone to report:

- Inappropriate messages or online contact
- Exposure to harmful or abusive content
- Grooming or exploitation
- Cyberbullying or harassment

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

Monitoring and Review

This policy will be reviewed annually and updated in response to technological developments, safeguarding trends, or incidents.