



Maldon Cricket Club

Social Media, Text and Email Policy

Updated March 2026

This policy sets out clear guidelines for the use of social media, messaging apps, email, and other online communication platforms by club officials, coaches, volunteers, players, parents, and young people. It aims to safeguard children, young people, and adults, and to ensure all communication is professional, safe, and in line with the club's Codes of Conduct and ECB guidance.

1. Scope

- Applies to all club members, officials, coaches, volunteers, adult players, children, and young people.
- Covers all social media platforms, messaging apps, emails, video sharing, live streaming, and other online communications.

For the purposes of this policy, a child is anyone under 18 years old.

2. Governance & Risk Awareness

- Social media offers benefits (promotion, communication, engagement) but also risks:

- Cyberbullying or harassment
 - Inappropriate content or language
 - Security breaches (e.g., hacked accounts)
- Club Codes of Conduct must include online behaviour and may be referenced in disciplinary processes.
- Club social media accounts should have more than one admin, and strong security measures such as two-factor authentication must be used.

3. Guidelines for Club Officials, Coaches, Volunteers

- 1) Maintain separate cricket-related and personal social media accounts.
- 2) All contact with children must occur via the club account and only relate to cricket activities (training, matches, coaching).
- 3) Do not accept friend requests from children; report any friend requests from children to the Club Safeguarding Officer.
- 4) Any direct communication with a child online could be misconstrued and must be avoided unless strictly following the parent-consent procedure for over 16s (see section 5).
- 5) Before posting content, consider whether it would be appropriate for children, parents, or the wider club community to see.
- 6) Never post content that is offensive, derogatory, or could cause distress to players, parents, or colleagues.
- 7) All communications must conform to the Safe Hands policy and ECB guidance.

- 8) Ensure privacy settings and security measures are up to date on both personal and club accounts.

4. Adult Players in Open Age Teams

- Remember that cricket is an open-age, open-gender sport. Children may play alongside young adults.
- Adult players should avoid direct social media contact with under-18s where a significant age gap exists.
- If your role changes (e.g., you become a captain or coach), adjust your online interactions with children accordingly.
- Report any concerns about online interactions with children to the Club Safeguarding Officer.

5. Contact with Children & Young People

- 1) All arrangements for children must be made via parents/carers.
- 2) For children aged 16–17, an exception is permitted: contact the parent/carer and copy in the child, with parental consent, for cricket-related communication only.
- 3) All communication must be cricket-related; do not engage in private messaging or off-topic discussions.
- 4) If any responses appear inappropriate, inform the parent/carer and the Club Safeguarding Officer immediately.

- 5) Consider using secure team management platforms that allow communication while protecting personal contact information.

6. Posting Images & Personal Data

- Obtain consent before posting any personal information or images online.
- Follow the picture/no name guidance: do not name children or use identifiable images without consent.
- Do not post any content on club platforms that you would not put on the club noticeboard.

7. Children & Young People – Online Safety

Children and young people should:

- Keep photos and personal information private
- Regularly check privacy settings
- Conduct themselves respectfully online
- Avoid accepting friend requests from strangers
- Report any inappropriate messages, content, or cyberbullying to a trusted adult, teacher, or Club Safeguarding Officer
- Never send nude or sexual images of themselves or others; report any such images they encounter to a trusted adult or the Internet Watch Foundation

8. Parents/Carers

- Monitor who your child communicates with online
- Understand social media platform age restrictions and privacy settings
- Provide contact details to the club for cricket-related communications
- Encourage your child to talk about their online experiences
- Report any concerns about unsafe or inappropriate online activity to the Club Safeguarding Officer, County Safeguarding Officer, or ECB Safeguarding Team (safeguarding@ecb.co.uk)

9. Reporting Concerns

- Any unsafe, inappropriate, or illegal activity online should be reported to:
 - Club Safeguarding Officer
 - County Safeguarding Officer
 - ECB Safeguarding Team (safeguarding@ecb.co.uk)
 - Police or Internet Watch Foundation for illegal content
- Reporting is easy, anonymous, and may prevent harm to children.

10. Do's and Don'ts

Club Officials, Coaches, Volunteers DO:

- Maintain separate club and personal accounts
- Keep accounts secure and private
- Follow Codes of Conduct and Safe Hands guidance
- Obtain consent before posting personal information or images
- Report inappropriate requests or behaviour

Club Officials, Coaches, Volunteers DO NOT:

- Contact children directly outside approved channels
- Accept friend requests from children
- Send private messages or share inappropriate content
- Engage in any communication that is not cricket-related

Children DO:

- Keep personal information private
- Use social media respectfully
- Report any online concerns

Children DO NOT:

- Share offensive or inappropriate content
- Accept friend requests from strangers
- Send or forward nude or sexual images