



# Hayes (Kent) Cricket Club Limited

## Social Media, Text and Email Policy

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*Original: 2025 — Reviewed and updated: April 2026*

*Review due: April 2027*

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Hayes (Kent) Cricket Club Limited (“the Club”) recognises the important role that social media, messaging and email play in the promotion of the Club and in communication between members. This policy sets out the standards of behaviour expected of all members, coaches, volunteers, officials and parents when using these channels in connection with the Club, and the additional safeguards that apply when communicating with or about junior members.

This policy applies to all Club-operated social media accounts and to the personal use of social media, messaging apps, text messages and email by individuals when acting in connection with Club activities. It should be read alongside the Photography, Filming and Social Media Policy.

This policy has been updated to reflect the Online Safety Act 2023 and current ECB guidance.

### 1. Club Social Media Accounts

- The Club operates official social media accounts on platforms including Instagram, Facebook and X (formerly Twitter). These accounts are managed by authorised Club Officers only.
- Content posted on Club accounts must be appropriate, respectful and consistent with the Club’s values of inclusivity, fair play and respect for all.
- No images or names of junior members may be posted on Club accounts without the prior written consent of the child’s parent or carer. A child’s name and photograph must not appear together in any post.
- Club accounts must not be used to post content that is discriminatory, offensive, defamatory or that could bring the Club or the sport of cricket into disrepute.

### 2. Personal Use of Social Media by Members and Officials

- Members, coaches and volunteers are free to use social media in their personal lives but must not post content that: is offensive, discriminatory or harassing; brings the Club or cricket into disrepute; identifies or shares images of junior members without parental consent; or makes statements about other members, officials or umpires that are defamatory or untrue.

- Online behaviour that would constitute bullying, harassment or discrimination if carried out in person is equally unacceptable online and may be subject to the Club's disciplinary process.
- Members are reminded that social media posts, even on personal accounts, can be seen beyond the intended audience and may reflect on the Club. Members should exercise good judgement at all times.

### **3. Communication with Junior Members**

- Club coaches, team managers and volunteers must not communicate directly with junior members via personal social media accounts, direct messaging, WhatsApp or text message.
- All electronic communication with junior members must be conducted via their parent or carer, or through group channels that include parents. Where a group messaging app (e.g. WhatsApp) is used for team communications, parents must be included in the group.
- Any direct communication with a junior that occurs via electronic means should be saved and reported to the Club Welfare Officer if its content gives cause for concern.
- Coaches and volunteers must not befriend junior members on personal social media accounts.

### **4. Email**

- Club email communications to members must be appropriate, professional and consistent with the purposes for which personal data was collected, in accordance with the Club's Privacy Notice and UK GDPR.
- Members' email addresses must not be shared outside the Club without consent.
- Emails containing sensitive information (such as safeguarding concerns or personal health data) must be sent securely and only to those who need to receive them.

### **5. Reporting Concerns**

- Any member who receives or witnesses social media, text or email content that gives cause for concern – including harassment, inappropriate contact with a junior, or discriminatory content – should report it to the Club Welfare Officer.
- Where content may constitute a criminal offence, it should be reported to the police and the Club Welfare Officer simultaneously. Do not delete or forward the content before reporting it, as it may be needed as evidence.

### **6. Breach of this Policy**

- Breach of this policy may be dealt with under the Club's Complaints Policy and Code of Conduct and, where appropriate, referred to the ECB or Kent Cricket Board under the General Conduct Regulations.
- Serious breaches involving the safeguarding of children will be referred to the ECB Safeguarding Team and, where appropriate, to the police or statutory safeguarding authorities.

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*Originally published 2025. Reviewed April 2026 and updated to reference the Online Safety Act 2023, to expand platform coverage to include TikTok and X (formerly Twitter), and to strengthen provisions on direct messaging with junior members. Review due April 2027.*