



WEST BRETTON CRICKET CLUB

Established 1907
Park Lane, West Bretton
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westbrettoncc.com

Social Media & Electronic Communications Policy

Approved by: Management Committee

Effective from: 21/08/2026

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Status of this Policy

This policy is adopted by the Management Committee pursuant to its powers under the West Bretton Cricket Club Constitution. It must be read consistently with the Constitution and with applicable law, ECB, Cricket Regulator, league and competition requirements.

Where an internal governance conflict arises between this policy and the Club Constitution, the Constitution shall prevail.

Change History

Version	Date	Description of Change	Author	Approved By / Date
1.0	21/08/2026	Initial draft	Tony Rushforth	



Purpose

Social media is an important means of promoting West Bretton Cricket Club, communicating with members and celebrating Club activities.

Members must nevertheless recognise that online comments can have the same impact as comments made in person.

This policy covers social networking sites, websites, WhatsApp and other messaging services, email, forums, livestreaming and other electronic communications.

The ECB's current safeguarding resources include dedicated guidance on social media, online communication, photography, video and livestreaming.

Official Club Accounts

Only individuals authorised by the Management Committee may publish material from official West Bretton Cricket Club accounts.

Official communications should be accurate, respectful and consistent with Club policies.

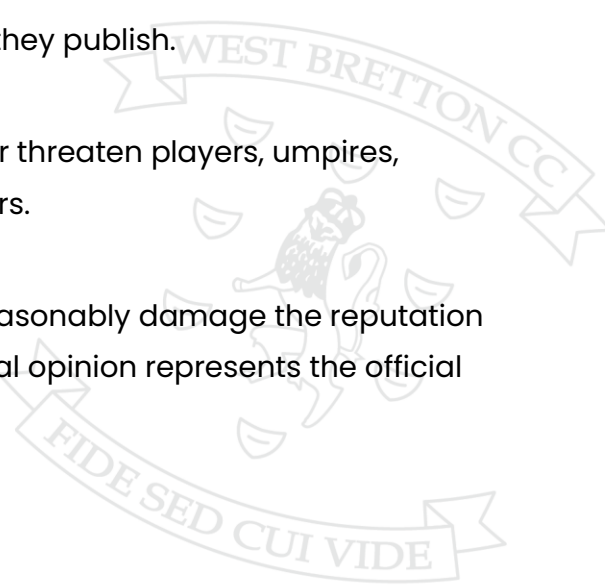
Passwords and administrative access must be controlled appropriately and removed when an administrator leaves their role.

Personal Accounts

Members remain personally responsible for material they publish.

Members must not use personal accounts to abuse or threaten players, umpires, officials, opposition clubs, volunteers or other members.

Members should avoid posting material that could reasonably damage the reputation of West Bretton Cricket Club or suggest that a personal opinion represents the official view of the Club.



Junior Members

Electronic communication involving junior members must follow ECB safeguarding guidance.

Coaches, captains and other adults should avoid private one-to-one messaging with children.

Where practicable, messages concerning junior cricket should include a parent or carer or be made through a suitable group or Club-managed communication channel.

Photographs and Video

Photographs, video and livestreaming involving children must be managed in accordance with current ECB safeguarding guidance and any preferences or restrictions notified to the Club.

Images should not be accompanied by unnecessary personal information concerning children.

Prohibited Content

Members must not publish discriminatory, defamatory, threatening, sexually inappropriate or abusive material; confidential Club information; personal information about another person without appropriate justification; safeguarding information; or material designed to humiliate or intimidate another person.

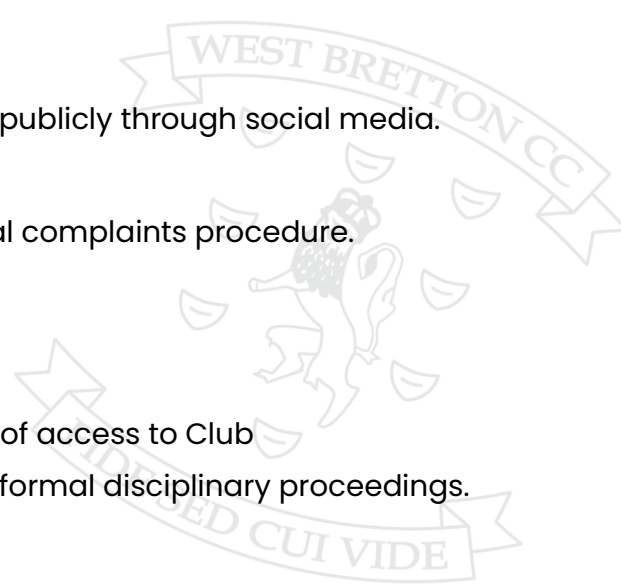
Disputes

Members should not conduct internal Club disputes publicly through social media.

Concerns should be raised through the Club's normal complaints procedure.

Breaches

Serious or repeated breaches may result in removal of access to Club communications, suspension from Club activities or formal disciplinary proceedings.



Where a breach results in formal disciplinary action against a member, guest or volunteer, the matter will be dealt with in accordance with the Club's Complaints and Disciplinary Procedure and section 8 of the Constitution.

