



## Welwyn Garden City Cricket Club

Ground: Digswell Park, 288 Knightsfield, Welwyn Garden City, Herts, AL8 7NQ



### Social Media Guidelines for use of Photography and Video in Cricket Clubs 2024

These guidelines are direct from the ECB and will be strictly adhered to within Welwyn Garden City Cricket Club.

#### **Use of images of children (for example on the web, in the media or in league handbooks), including broadcast on social media platforms:**

- We will ask for parental permission to use the child's image and, wherever possible, show the image to the parents and child in advance. This ensures that they are aware of the way the image will be used to represent cricket and the club.
- We will ask for the child's permission to use their image. This ensures they are aware of the way the image is to be used to represent cricket and the club.
- If the cricketer is named, avoid using their photograph.
- If a photograph is used, avoid naming the child.
- Only use images of children in appropriate kit, to reduce the risk of inappropriate use, and to provide positive images of the children
- Encourage the reporting of inappropriate use of images of children. If you are concerned, report your concerns to the County or Club Safeguarding Officer - Steve Willis, [steve586@msn.com](mailto:steve586@msn.com)

**Using video as a coaching aid:** There is no intention on the part of the ECB to prevent club coaches using video equipment as a legitimate coaching aid. However, players and parents/carers should be aware that this is part of the coaching programme, and material taken in connection with coaching, must be stored securely and deleted or destroyed when a parent requests this, or when the material is no longer needed.

Parents and carers should not be prevented from taking pictures of, or filming, their children. These are normal family practices and help mark milestones in a child's life. The introduction of proportionate controls on the use of photographic equipment (cameras, and videos, including mobile phones) is part of general safeguarding good practice in a club. For the avoidance of doubt, these guidelines also apply to live broadcasts on social media or other platforms.

***The parents/carers and children must provide written consent for the use of photography and video analysis.***



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### **Social Media Guidelines for behaviour when posting on Social media platforms**

#### **Be respectful of others**

Don't make personal attacks in your comments

Don't post content that's discriminatory, obscene, harassing, hateful, threatening, profane or personally abusive. Content that discriminates or contains inappropriate language will be removed

Don't post anything that could be libellous or defamatory. Applicable also to other teams, players, officials or spectators.

#### **Avoid spam**

Help us stay spam-free by not posting repetitive, off-topic, irrelevant or unintelligible comments or content.

#### **Follow platform guidelines**

Don't breach any of the terms of any of the social media platforms themselves. This includes not posting sexually explicit or violent material.

Steve Willis  
Safeguarding Officer – Welwyn Garden City Cricket Club