



Yorkshire Cricket Southern Premier League

www.ycspl.co.uk

Electronic Media Policy

1 Introduction

The Yorkshire Cricket Southern Premier League (YCSPL) understands the value of electronic media in information provision and communications, and will use it for these purposes; but we are at the same time very aware of the threats that it poses. All those connected with the League must remember that what they post on the internet, in particular on social networking sites, is in the public domain, and they must follow the rules in the policy detailed below.

2 Policy

General

- Clubs and league officials must take account of this policy before emailing, messaging or posting on the internet, including engaging in blogging, video-sharing or posting on social networking sites or forums.
- **No-one connected to the League must email, message, or post any material that might bring League into disrepute. In particular, abuse, threats, personal insults, and discriminatory language in any post connected with the League will not be tolerated.**
- No YCSPL logo or other copyright material that infers official endorsement of any photograph, article, document or opinion must be used without the express approval of an LEB member.
- Cricket club-related Facebook, twitter and other social media accounts and message groups should be kept separate from personal ones, and should only be used for cricket-related messages.

Use by YCSPL Board and committee members and other League officials

- The YCSPL will use its website as its main channel for providing information to all those interested in the League, in support of its policy of openness and transparency. The League constitution, rules, announcements, meeting notes and other relevant information will be posted on the website for all to see.
- We will use email as the primary channel for communications to league officials and clubs.
- We will use social media to alert people to new website posts and to provide any other relevant information to those interested.
- **League officials must not divulge any confidential information or information belonging to YCSPL which is not in the public domain. They must not comment in electronic media in an official capacity unless sanctioned by the League chairman or vice-chairman.**
- **If an official gives a personal opinion about a YCSPL-related issue, they must state that this is solely their view and not the view of the YCSPL. They must not criticise league policy and decisions.**

Use by clubs and their members

- We understand that people use social media, including email, messaging and posting, in their own time and on their own equipment, and we do not deny anyone's right to free speech – but with rights come responsibilities, which means following the social media rules below.

Juniors

- All communications must conform to the Safe hands policy and guidance, and nothing must be posted that is inappropriate for children to see.
- Communications to under-18s should be via their parents or carers, not direct to the young person.
- Communications to 16/17-year olds may, with the parent/carer's consent, be copied to the 16/17-year old
- Private messages should not be sent to juniors via social media.
- If a junior player is concerned about any messages sent to them they should bring the matter to the attention of their parent/carer or the club safeguarding officer.

3 Social media rules

- **It is ok** to criticise or disagree with someone or something provided it is done respectfully.
- **It is not ok** to be abusive or threatening, to make personal insults, or to use language that is racist or discriminatory.
- Would you say it to the person's face? **If not, don't write it!**
- If it would not be acceptable on a club noticeboard, it is not acceptable on social media.
- Think! How would you feel if someone wrote it about you? **If you wouldn't like it yourself, don't post it.**
- Are you certain that it is correct and acceptable? **If in doubt, leave it out.**
- **Remember** - by retweeting or sharing something, you are effectively posting it yourself.

4 Breaches

Any inappropriate posts made to social media sites could lead to disciplinary action and in extreme cases, civil and criminal liability.

Defamatory, malicious or offensive comments on any electronic media about the League, its officials and clubs, or individual players, by anyone connected with the League or someone acting on their behalf, will be regarded as breaches of this policy. This applies regardless of whether:

- the individual is messaging or posting personally or sharing someone else's message or post
- the individual is tagged in the post or not
- the communication is by word, photograph, video or any other form.
- the post is anonymous or not – if it can be traced, we will act

5 What to do if you believe this policy has been breached

If you believe that this policy has been breached, please contact the LEB chairman or vice-chairman.

6 Action

Any alleged breach of this policy may lead to disciplinary action under the League disciplinary procedures, up to and including expulsion from the League and, potentially, civil action under libel laws. Anyone found to be in breach of the Data Protection Act or Malicious Communications Act, could face criminal proceedings and prosecution.