



Burnham Cricket Club – Junior Social Media Policy

Updated: 15/04/2025

Aligned with ECB Safeguarding and Social Media Guidance

Purpose

This policy sets out clear guidance to protect and educate junior members on the safe, respectful, and responsible use of social media. It supports the club's duty to provide a safe environment and aligns with the England and Wales Cricket Board (ECB) safeguarding standards.

Who this Policy Applies To

- **All junior members (under 18s) of Burnham Cricket Club**
 - **Parents, guardians, and carers of junior players**
 - **Coaches, managers, and volunteers interacting with juniors online**
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Club Principles on Social Media Use

1. Respect and Safety First

- **Treat everyone with respect—online and offline.**
- **Never post anything that could be hurtful, offensive, or disrespectful to others.**
- **Avoid sharing or commenting on content that promotes bullying, discrimination, or exclusion.**

2. Private Messaging Rules

- **Coaches, managers, or adult volunteers must not communicate privately with junior members via direct messaging (e.g. WhatsApp, Instagram, Snapchat, etc.).**
- **All communication with juniors must go through parents/guardians or be sent via group channels with adult supervision.**

3. Photos and Videos

- **Photos or videos of junior members must only be shared with parental consent and used for appropriate, club-related purposes only.**
- **Junior players must not post photos of teammates without their permission.**



- The club will never tag junior members on public posts.

4. Group Chats and Online Forums

- Any group chats including junior members must include at least one responsible adult (coach, team manager, or parent).
- Juniors should report any inappropriate behaviour in chats or groups to a trusted adult or the Club Welfare Officer immediately.

5. Inappropriate Content

- Posting, liking, or sharing content that includes foul language, hate speech, sexual content, or anything that brings the club or the game into disrepute is strictly prohibited.
- Junior players found doing so may face disciplinary action and may be reported to the ECB Safeguarding Team.

6. Data Protection and Privacy

- Junior members should not share personal details (e.g., phone number, address, school information) online.
- The club will protect junior members' data in line with GDPR and ECB privacy policies.

Advice for Junior Members

- Think before you post. Anything you share can be screenshotted or shared beyond your control.
- Be kind online. Treat others how you'd want to be treated.
- Speak up. If you see or experience anything upsetting online, tell your parent, guardian, coach, or the Club Welfare Officer.

Policy Enforcement

- Breaches of this policy will be taken seriously.
- Depending on the severity, the club may:
 - Contact the player's parent/guardian
 - Suspend the player from training or matches
 - Report serious incidents to the County Safeguarding Officer or ECB

Club Welfare Contact

Burnham Cricket Club, Taplow Common Road, Slough, SL1 8LP
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 **Club Welfare Officer – Habib Khan**

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1.0	15/04/2025	Burnham Committee 2025