

NORTHWICH SAPPHIRES NC COMMUNICATION & SOCIAL MEDIA POLICY

Summary

This policy has been created to guide and protect all players, parents/carers, volunteers and connected participants. It also outlines how we expect everyone connected with and representing Northwich Sapphires NC to behave online.

Aims

- To protect all Northwich Sapphires NC members who use social media and the internet.
- To provide volunteers with policy and procedure information regarding online safety and inform them how to respond to incidents.
- To ensure that Northwich Sapphires NC operates in line with club values and within the law.

Club Communication procedure and commitment

Electronic communication is essential for sharing club news and information with our members. Our communication will be timely, appropriate, and related to club business.

The club will use the following methods of communication:

- What's App for team managers to communicate with parents and Spond for coaches to share match and training information.
- All teams will appoint a Team Manager who will post any communications or messages from the club or coaches on the team Whats App group.
- Any communications regarding match or training protocols will be put on Spond.
- Coaches and other club volunteers will NEVER communicate directly with a young person via personal accounts or phone numbers.
- Communications concerning young players under the age of 18 will be sent to parents, with the exception of when they join the senior squad, and then both the player and parent can be invited to the Spond group.
- If parents have any questions or queries, they should direct those to the Team Manager privately.
- All match results are shared on a score group What's App group and posted by the club's Marketing Officer. Members do not save images; they are used for updating scores weekly.

Our communication procedure will protect members' privacy, maintain clear boundaries, and ensure that bullying and harassment do not occur.

The club Marketing Officer will provide accountability and control over material published on the club website and any related discussion groups or social media websites, including Facebook, YouTube, TikTok, Instagram, or X.

Website

- Our website will include current information on competitions, social events, committees, policies, constitutions, rules, by-laws, and codes of conduct.
- No offensive content or photos will be published.
- If we intend to publish a photo of a child, we will first seek permission from parents /carers and take care not to provide identifying information. Permission will be requested when a player joins the club.
- We will seek feedback from members to improve the information available on the site.

SMS and email

- Committee members, coaches, and team managers may use SMS and email to provide information about the competition, training, club-sanctioned events, and other club business, however:
- SMS messages should be short and about club/team matters.
- Email communication will be used when more information is required.
- Communication involving young people will be directed via their parents.

Internet and Social Media

- We consider all social media postings, blogs, status updates, and tweets to be public 'comments'.
- Postings (written, photos, or videos) will be family-friendly featuring positive club news and events and will be consistent with the aims and objectives of Northwich Sapphires NC.
- No personal information about our members will be disclosed.
- No statements will be made that are misleading, false, or likely to injure a person's reputation.
- No statements will be made that might bring our club into disrepute.
- Abusive, discriminatory, intimidating, or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be blocked from the site.

What we expect of parents/carers and members

We expect our members and parents/carers to conduct themselves appropriately when using electronic communication to share information with other members or post material in the public domain.

Electronic communication:

- Should be restricted to club matters
- Must not offend, intimidate, humiliate, or bully another person.
- Must not be misleading, false, or injure the reputation of another person.
- Should respect and maintain the private lives of others. Individuals should not take or distribute pictures of other people if it could invade their privacy.
- Must not bring the club into disrepute.

Coaches and others who work with young people must direct electronic communication via the child's parents/carers.

Non-compliance

Any breach of club conduct will be referred to the club Chairperson and Membership Liaison officer.

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate, or humiliate another member, as outlined in the Club Safeguarding Young People Policy or Code of Conduct.

Under certain circumstances, cyberbullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging, or website) may be classed as a criminal offense that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube, Instagram, TikTok or Twitter) may be liable for defamation.