



BCA POLICY 9 - ONLINE & SOCIAL MEDIA

Updated - December 2015

Introduction

These guidelines are set down for the purpose of providing an outline of the requirements to be observed by Clubs and their officials in the management of their Club websites, Facebook, Twitter and other social media.

The guidelines are not exhaustive and there can clearly be no substitute for common sense and good management by Club officials.

It is the intention of these guidelines to simply remind Clubs and their Committee members that it is their responsibility that all information published by Clubs should meet certain criteria and not be presented in a way, which would cause offence to any person or organisation.

The Internet Facility

The Internet has become a very useful medium for Clubs to communicate with other parties who share a common interest in cricket. However, like any other process of communication it needs to be managed properly and kept in perspective in terms of what is being communicated.

BCA Executive Responsibilities

Whilst the Executive cannot specifically direct Clubs on what they may or may not present on the Club website and social media platforms, the Executive has nevertheless determined that where it is aware of any offensive material being published the Club will be held accountable and will be required to provide an explanation pertaining the circumstances as to why the material has been published.

The Executive has also determined that it may decide in the event of an explanation to impose penalties of either a financial nature or **even loss of match points depending on the particular circumstances.**

It should also be noted that any action by the Executive does not preclude action being taken by any other party who may be offended by the particular nature of the material published, which may include legal action.

Additionally, the Executive will on receipt of a complaint or upon becoming aware of offensive material, seek to initiate action to obtain an explanation and to impose such penalty or penalties as it deems appropriate, apart from any other action that the complainant may undertake.

Any material deemed to have breached these guidelines must be immediately removed.

Club Responsibilities

Clubs and their officials are directly responsible for the management of their Club website and social media platforms in particular the accuracy and appropriateness of comments and remarks.

Clubs should ensure that the person/s responsible for entering and editing information to Club web pages are clear as to their responsibilities and that they will be held directly responsible for the information entered: however this does not absolve Clubs and Club officials from any responsibility in the event of there being any complaint regarding offensive material on the website.



Clubs should also ensure that their web pages and social media platforms are actively monitored, i.e. regularly scrutinised, so as to ensure that the possibility of offensive material being entered is reduced.

General Guidelines

The website should be both informative and well presented, and should be used not only as a communicative tool, but also as a useful promotional tool.

It should be borne in mind that a well-designed and informative web page presents a good “first impression” of a Club, whereas a poorly designed page with spelling errors, derogatory remarks, critical comments, etc. will have the opposite effect.

The web page needs to present a positive image of the Club and its officials and membership, highlighting the Club history, achievements and good news stories.

Contents of Web Page

The web page must not contain contents or comments that may bring the Club or its members, the BCA or cricket generally into disrepute or is in any way harmful to an individual, Club, the BCA competition or the game.

The website’s content should not be discriminatory, in particular:

- Racist
- Sexist
- Ageist
- Homophobic

Clubs should also ensure that content is not:

- Libellous
- Unlawful
- Obscene
- Threatening or abusive

The website should not be presented in such a way that it encourages conduct that constitutes a criminal offence.

Other Internet Based Communications

These guidelines also apply to any other communication mediums such as: Online Forums and Social Networking Sites (e.g. Big Cricket etc).

The use of such Mediums should be approached and monitored with great care, and it is strongly recommended that Clubs ensure that their members are aware of their responsibilities. The use of the Club name, logo, etc should only be used within any medium if approved by the Club’s Committee. Failure to adequately monitor content may expose the Club and its officials to legal action where it is determined that any content has caused offense.