

# ECB Yorkshire South Premier League



## Electronic Media Policy

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### 1 Introduction

The Yorkshire South Premier League will use the league website as its main channel for providing information, supplemented by social media to alert people to new posts. We understand the value of social media in information provision, but at the same time we are alert to the potential threats that it poses. All those connected with the league must remember that what they post on social networking sites is in the public domain, and that they must not bring Yorkshire League South into disrepute, or cause any distress to anyone connected with it.

### 2 Policy

#### *Use by Yorkshire South Premier League officials*

- The Yorkshire South Premier League will use its website to support its policy of openness and transparency. The league constitution, rules, announcements and meeting notes will be posted on the website for all to see. We will use social media to alert people to new posts and to provide any other relevant information to those interested.
- The Yorkshire South Premier League official social media and website channels must be used strictly in relation to cricket-related activity. Communications should conform to the Safe hands policy and guidance. Nothing posted should cause personal distress, or be seen as inappropriate for children. Consent should be obtained before any personal information is posted online – including photographs where an individual can be identified.
- League committee members must not divulge any confidential information or information belonging to Yorkshire South Premier League which is not in the public domain. They must not comment in electronic media in an official capacity unless sanctioned by the committee or chairman. If they give a personal opinion as an experienced person in a particular field, they must state that this is solely their view and not the view of the Yorkshire South Premier League. As committee members they must not engage in criticism of league policy and decisions.

#### *Use by clubs and their members*

- We understand that people use social media in their own time and on their own equipment, and we do not seek to restrict any proper and sensible exercise of their individual rights and freedoms. However, we expect that all those connected with the league will use social media in such a way as to avoid bringing the league into disrepute or compromising its effectiveness.
- This policy only applies to league-related issues and is not intended to infringe upon an individual's personal interaction or commentary online. However, all club and league committee members must respect the reputation of Yorkshire League South and the feelings of those working on its behalf, and must not post anything that might be considered to breach these. Club members should take care when discussing information relating to Yorkshire League South, as discussions can sometimes be misinterpreted. They must make it absolutely clear that any views they express are their own personal views.

## *General*

No Yorkshire South Premier League logo or other copyright material that infers official endorsement of any photograph, article, document or opinion must be used without the express approval of the Committee.

## *Tips for postings*

Six questions to ask before you post or share:

- Would saying this be acceptable face-to-face? It is not acceptable to show a lack of respect.
- Would I want my boss, my family or my coach to see this? 'Views expressed are my own' won't stop them being embarrassed or change the opinions they form.
- Would a newspaper publish this? If the answer is no, it probably breaks libel or defamation law.
- Am I 100% certain this is acceptable and correct? If in doubt, leave it out.
- Before sharing or retweeting, would I write this myself and do I endorse it? If the answer is no, don't share it. By retweeting or sharing, you might as well be posting it yourself.
- How would I feel if someone wrote this about me? If you wouldn't like it, don't post it.

## **3 Breaches**

Any inappropriate posts made to social media sites could lead to disciplinary action and in extreme cases, civil and criminal liability. Clubs and league committee members must take account of the following before posting to the internet, including engaging in blogging or the use of forums, video sharing or social networking sites.

Insulting, offensive, obscene, injurious or false content can be dangerous and harmful to people's wellbeing and reputation as well as bringing the Yorkshire South Premier League into disrepute. We will not tolerate any distasteful, derogatory, detrimental or malicious comments about clubs, the League and its officials, or individual players by club or league officials, players or someone acting on their behalf. This applies regardless of whether:

- the individual is posting personally or sharing someone else's 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.

## **4 What to do if you believe this policy has been breached**

If you believe that this policy has been breached, please contact the League Chairman.

## **5 Consequences of not following this policy**

The League Management Committee takes the posting at any time of offensive material, and the harassment, bullying or victimisation of members via the internet and social networking sites very seriously. A breach of this policy may lead to disciplinary action 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.