

Lancashire Cricket Foundation

Online Safety and Communications Policy

Policy Statement

Lancashire Cricket Foundation is committed to safeguarding all participants in cricket and ensuring the online environment is safe, respectful, and inclusive. This policy sets out how Lancashire Cricket Foundation and its associated clubs, leagues, coaches, and volunteers should manage online communications, social media, and digital platforms to protect children, young people, and adults at risk.

Aims of This Policy

- Promote safe and responsible use of digital technology and social media in cricket
- Protect children and adults from harm, exploitation, and inappropriate content or contact online
- Establish clear guidance on communication between staff, volunteers, and young participants
- Support a culture of transparency and accountability in all digital interactions

Scope of the Policy

This policy applies to all:

- Children and young people under 18
- Adults at risk
- Parents and carers
- Staff, coaches, volunteers, and officials
- Club and league administrators and communications teams

It covers:

- Use of social media (Facebook, Twitter/X, Instagram, TikTok, YouTube, etc.)
- Communication apps (WhatsApp, Messenger, Signal, etc.)
- Emails, texts, and phone calls
- Video conferencing and online meetings
- Online training, games, and live streaming

Guidance for Clubs, Coaches, and Volunteers

Communication with Children and Young People

- Always communicate with children via their parents
- Never use personal accounts or numbers to contact children
- Avoid one-to-one messaging with a young person, use group messages including at least one other adult
- Communications should be professional, transparent, and cricket-related only

Social Media Use:

- Clubs should maintain official social media accounts managed by responsible adults
- Content should promote cricket positively and respectfully
- Children must not be tagged or identified
- Do not post anything that could be viewed as offensive, abusive, discriminatory, or unprofessional
- Private messaging between adults and children on social media is not permitted

Photos and Videos:

- Follow ECB photography and video guidance at all times
- Obtain parental/carers consent before sharing any images of children
- Ensure imagery is appropriate and does not reveal personal details (e.g. full names, locations)
- Live streaming of matches or training involving children should only occur with strict controls and parental consent

Online Meetings and Virtual Training:

- Use ECB-recommended platforms with privacy settings enabled
- Children must be supervised by a parent or carer during any virtual session
- Sessions should be recorded and stored securely where appropriate
- Only deliver age-appropriate content with safeguarding measures in place

Guidance for Parents and Carers

- Be aware of how your child uses digital devices and who they are communicating with in cricket
- Encourage children to speak up if something online makes them feel uncomfortable
- Report concerns to your Club Safeguarding Officer or the County Safeguarding Lead
- Ensure you have given or withheld consent for images or communication preferences in writing

Reporting Concerns

- Inappropriate messages or online contact
- Exposure to harmful or abusive content
- Grooming or exploitation
- Cyberbullying or harassment

Monitoring and Review

- This policy will be reviewed annually and updated in response to technological developments, safeguarding trends, or incidents
- Clubs and leagues are expected to adopt and embed this policy into their own safeguarding practices