



# SOCIAL MEDIA GUIDE

## BUCKS CRICKET SOCIAL MEDIA

We use social media to:

- Engage with players and parents associated with Bucks Cricket programmes.
- Celebrate the successes and achievements of those involved in Bucks Cricket.
- Provide clubs and coaches with relevant information about courses etc.
- Build awareness and brand image amongst the local community, clubs and schools.

As we rely on coaches to provide us with images, videos and text from sessions/matches in order to produce social media posts, below is a guide to content ideas and certain things to avoid.

Videos are best taken in portrait view where possible, so they can be turned into reels.

If you send through photos/videos please provide any relevant information to help write the post.

Sometimes images/photos will be posted quite quickly, other times they may be kept in a folder to wait for other similar photos to do a collated post.

## TRAINING SESSION IDEAS

- Video of training drill
- Video of fun/challenging warm-up
- Photo of training in progress



## MATCH IDEAS

- Team photo - it would be great to have a least one of these during the season for each squad.
- Photo of players that achieve hat-trick/4-5wkts/50/100 runs
- Video of a player getting to 50/100
- Photo of match in progress at ground - close-ups of players tend to get more engagement, but it's good to have some variety.



## WHAT TO AVOID + PHOTO CONSENT

- Be mindful that the angles are appropriate that videos/photos are taken at, particularly of girls who experience more societal objectification. e.g. avoid taking squat movements from the back, lying on back
- If a player is wearing inappropriately short shorts or tight clothing, then avoid them in any videos.
- Skill Zones - please only take close-up images of pathway players as we do not have photo consent for the other players.
- MCC Foundation Hubs - hub coaches have been provided a list of players that do not consent to photographs, only send through images not including these.
- Schools - check with the individual schools before taking photographs, or ask Schools to take and to share/tag us in their own posts.

## EMPLOYEE GUIDE TO USE OF SOCIAL MEDIA

Be aware of responsibilities as a Bucks Cricket representative when using social media.

- Provide photos/videos of sessions to Bucks Cricket Operations Manager for use on Bucks Cricket communications.
- Do not use photos/videos of sessions for own social media unless permission has been granted by Bucks Cricket Operations Manager.
- Do not 'follow' or engage with any U18s on social media, including WhatsApp communications.
- Any work-related issues or personal views which could adversely affect Bucks Cricket must not be placed on your private social network accounts.