



Clontarf Cricket Club: Clubforce App & WhatsApp Communication Policy

1. Purpose and Scope

This policy outlines the standards for all communication within the Clubforce app. It applies to all Coaching Staff, Volunteers, Management, and Committee members with posting privileges.

- **Clubforce is the official platform for administrative and financial records.** It must be used for registrations, payments, match fixtures, and formal availability tracking. It is also the primary channel for club news, event announcements, match results, youth updates, and official cancellations.
- **WhatsApp serves as the primary tool for immediate, informal, and logistics-based interactions.** It should be used to cut through the "noise" for items requiring quick attention, such as gentle reminders for parents, match-day logistics & location pins, and squad announcements before the matches. It is also the designated space for interactive engagement, including polls for social events and concise, real-time updates.

2. Core Guidelines

- **Professionalism & Tone:** Maintain a respectful, encouraging, and inclusive tone. Abusive, offensive, or discriminatory language is strictly prohibited.
- **Relevance:** Keep posts concise and specific to Clontarf Cricket Club. Avoid off-topic discussions or personal "spam."
- **Privacy & Safeguarding:** Respect member privacy. Do not share personal contact details or sensitive information without explicit consent.
- **Accuracy:** Double-check times, locations, and meet-up points before posting to prevent confusion.
- **Official Status:** Only posts from Executive Committee members constitute official club policy.
- **Legal Compliance:** All content must comply with Irish Law and GDPR (Data Protection) requirements.

3. Media & Photography (Youth Safeguarding)

- **To protect our youth members, the following rules apply to photos and videos:**
- **Consent:** Only post images of players whose parents/guardians have provided media consent via the Clubforce registration.
- **Suitability:** Ensure all images are appropriate and focus on the sport. Avoid shots that could be deemed intrusive or unflattering.
- **Identification:** For the safety of the children, do not tag individuals or include full names alongside photos in public-facing posts without specific parental permission.
- **Storage:** Photos taken for club purposes should be uploaded and then deleted from personal devices as soon as possible.

4. Messaging Etiquette

- **Use clear** language and correct grammar.
- **Avoid using** the app for private grievances; direct these to the appropriate Club Officer via email or phone.
- **Transparency-** Provide timely updates on schedule changes to keep parents and players well-informed.

5. Policy Breaches

The Executive Committee reserves the right to monitor communications. Violations—including the spread of misinformation, unprofessional conduct, or safeguarding breaches—may result in disciplinary action, including the immediate revocation of posting privileges.

Fostering a positive, respectful, and enjoyable environment for our youth.

**Executive, Cricket and Youth Committee
Clontarf Cricket Club**