# ECB apologises for misjudged social media post about Pope's Ash Wednesday comments



The England and Wales Cricket Board (ECB) has issued an apology for a social media post that misjudged the gravity of comments shared by Pope Francis on Ash Wednesday. The incident occurred on Wednesday, when a message was posted on the ECB's official account, @englandcricket, that read: "Even @Pontifex loves The Ashes," in response to the Pope's Ash Wednesday remarks.

Pope Francis, who has been hospitalised since February 14 due to double pneumonia and complications from a lung infection, had shared his thoughts on his official account, @Pontifex. His message indicated the significance of the Ashes—both in a religious and reflective context—stating: "The Ashes remind us of who we are, which does us good. It puts us in our place, smooths out the rough edges of our narcissism, brings us back to reality, and makes us more humble and open to one another. None of us is God; we are all on a journey."

The ECB's posting was interpreted as an ill-timed attempt at humour following the Pope's profound message, especially given the context of his ongoing health challenges. The ECB swiftly deleted the post after receiving backlash from social media users. An ECB spokesperson expressed regret over the incident, stating, "This was an ill-judged post and was swiftly deleted. We apologise for any offence," as reported by The Telegraph.

Reactions to the post varied among fans, with some labelling it as offensive, while others defended it as a harmless quip. One user remarked, "Not great from @englandcricket,” while another suggested it was simply satire, asking, "It’s a joke, what’s wrong with a bit of satire?" In contrast, a third user commented, "Embarrassing and offensive."

As a backdrop to this incident, Pope Francis has been undergoing treatment at Rome's Gemelli Hospital, where he was admitted with double pneumonia exacerbating bronchitis. His health updates from the Vatican have confirmed that he is in stable condition, responsive, and undergoing physical therapy, though his prognosis remains uncertain. Following a series of respiratory crises due to mucus accumulation in his lungs, the Pope was temporarily placed on mechanical ventilation, although reports indicate he has been sleeping well in recent nights as part of his recovery process.

This episode highlights the ongoing challenges faced by public figures in navigating sensitive topics, particularly in the realm of social media communications.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.gbnews.com/sport/cricket/ecb-pope-francis-apology-2671282227> - This URL supports the claim that the ECB apologized for an ill-judged social media post about Pope Francis, which was deleted after being deemed insensitive given the Pope's health condition.
* <https://7news.com.au/sport/cricket/england-cricket-board-forced-to-apologise-over-ill-judged-pope-francis-joke-c-17956755> - This URL corroborates the ECB's apology for the social media post and highlights the backlash it received.
* <https://www.noahwire.com> - This URL is mentioned as the source of the article but does not provide additional information beyond the article itself.
* <https://www.vatican.va/content/francesco/en.html> - Although not directly mentioned in the search results, this URL could provide context on Pope Francis's official communications and health updates.
* <https://www.ecb.co.uk> - This is the official website of the England and Wales Cricket Board, which might have information on their social media policies and responses to incidents.
* <https://twitter.com/Pontifex> - This URL is the official Twitter account of Pope Francis, where he shared his Ash Wednesday message that was referenced in the ECB's post.