



# SOCIAL MEDIA POLICY

## Introduction

Great care should be taken by all who using social media.

- *Think before you post. Always be honest and respectful. Do not be offensive or insulting. If in doubt, do not post.*
- *Remember what you do not say today, you can say tomorrow, but you cannot unsay tomorrow what you have said today.*

The core values of decency, fairness, individual responsibility, honesty, integrity, respect and tolerance underpin this policy. It is important that the law is observed in addition to these core values and the **Lindum Squash Club** Social Media Policy.

## What is social media?

- Social media is media for social interaction, using highly accessible and scalable communication techniques, eg: Facebook, Twitter, Instagram, Flickr, YouTube, Blogs, etc.
- **Lindum Squash Club** is actively using Facebook, Twitter and Instagram.

## Why does Lindum Squash Club engage with Social Media?

**Lindum Squash Club** is using social media to engage and connect with our members, recruits, parents and juniors, the wider squash community and the community at large. Social media provides powerful communication opportunities. Relationships grow with personal, regular, and honest communication. Social media provides us with powerful tools to drive **Lindum Squash Club** forward.

## Lindum Squash Club Social Media Policies

- A dedicated club member must be the owner of the account.
- Other members can be appointed as administrators on an account and may post content but the account must ultimately be the responsibility of one accountable member.
- Do not post anything that is confidential, sensitive, or private.
- Follow all applicable laws including libel, defamation and privacy.
- Follow all Social Media site rules.
- Respect copyright and fair use.

## Best Practices

- Think twice before posting. If you would not want your boss, parents, or future employer to see your post, don't post it.
- Be accurate. If you make a mistake, own up and correct it quickly.
- Be respectful. Be positive. Treat others the way you would like to be treated.
- Be honest. Be transparent. Always tell the truth.
- Be constructive.
- do not post any content which is insulting or offensive or could conceivably be considered to be insulting or offensive
- Remember many different audiences will see your posts including the other members, the

## SOCIAL MEDIA POLICY

- public at large, children, parents, past players, other teams, your friends, your family etc.
- Be professional and polite.
- Link back to **Lindum Squash Club** Twitter, Instagram or Facebook page where possible, or use **Lindum Squash Club** hash tags in your tweets!
- Remember that the internet is permanent. Even if you delete something, it is still out there somewhere. Google has a long memory. The wrong word at the wrong time will stay with you possibly for ever. Future employers, partners etc will be able to refer.
- Avoid topics that may be considered objectionable or inflammatory, like politics and religion.
- Don't post anything that you would not say openly in a workplace or in a family situation such as comments which are offensive, discriminatory or bullying etc or which could conceivably be considered as such
- Make sure that all posts are calm and measured. Don't post when you're angry, upset, or your judgment is impaired in any way. As stated the internet is permanent.

### Note regarding personal social media accounts:

- If you post anything regarding **Lindum Squash Club** from your personal social media account, remember the core values of **Lindum Squash Club**, be transparent and aware that what you say could have implications on the Club as a whole.
- If you post an opinion about **Lindum Squash Club** or **Lindum Sports Association** or any other linked organisation on your own accounts, please make it clear that your post represents your own view and does not represent the views of **Lindum Squash Club**, **Lindum Sports Association** or any person who is a member of or is in any way connected to either organisation.
- Understand and use the privacy settings
- You should assume anything you post on your personal account could be read by opposing teams, recruits, other club members etc.
- Do not ask your club coach to be your social networking site friend – they will refuse as that would breach good practice (unless you are 18 years of age or over.)
- Use the internet positively and do not place yourself at risk.
- Consider who you are inviting to be your friend and follow the advice of the social networking sites to ensure you are talking to the person you believe you are talking to.
- Always remember that anything you say including photos, pictures and video clips posted on your site may be shared with people other than those for whom it was intended.
- Never post or send any photographs, videos or make comments that may be: hurtful, untrue and upsetting and you may regret sharing later on; may be used by other people in a way you did not intend or want; insulting or offensive.
- Always be aware that social networking sites are a method of communication like letter writing and the spoken word. They are bound by the same laws and rules. Such technology is instant and this allows you as the user to react in the 'heat of the moment', where in the past you would have been required to write a letter which would have taken time and allowed for you to think again before sending. So never place a comment on the internet that you would not put in writing or say to the individual concerned as to do so may not only breach **Lindum Squash Club's** policy but also the law.