

Goalball UK – Social Media Policy

Introduction

For the purpose of this Social Media Policy, “Social Media” applies to the public communications via internet websites such as Twitter, Facebook, LinkedIn, Instagram, and any other or future Apps or websites that fall in the category of ‘Social Media’.

This policy is applicable to all Affiliated Clubs and Goalball UK members (including Club Officials, Players, Coaches, Club Personnel, Parents, Volunteers and Officials). All references to “Affiliated Clubs” herein shall therefore be deemed to be applicable to the aforementioned groups, regardless of whether they are specifically referred to.

Goalball UK recognises that positive use of social media can aid communication between Affiliated Clubs whilst better connecting their members and fans. Additionally, Goalball UK respects the right that all Affiliated Clubs have the freedom of speech and are free to express their views. However at the same time, we all must be aware of the dangers and consequences currently present in Social Media.

Therefore the purpose of this policy is threefold:

1. Provide all Affiliated Clubs tips on how they can appropriately use Social Media.
2. Determine regulations regarding Social Media and procedures for if these regulations are breached.
3. Educate all Affiliated Clubs on how to protect their identity on Social Media.

1. Tips on appropriate use of Social Media

Below is a set of useful guidelines and tips for Affiliated Clubs when using Social Media:

- Recognise that all Social Media communications are accessible from anyone from the public who can keep records of the information. In terms of public this could span from the whole general public, key funders, perspective players sponsors, prospective sponsors, media and other Affiliated Clubs. This therefore could cause inappropriate communication to result in a bad image for the club, sport and National Governing Body respectively.
- Take responsibility for all of your comments. You are personally responsible for any form of social media communication you post.
- Your social media communications should make it clear that your comments are solely yours and do not reflect your Affiliated Club or National Governing Body.
- Respect the audience you are communicating to. Therefore all social media communication needs to be professional, accurate and importantly respectful of others. It should reflect well on you as a person and as a member of your Affiliated Club.

- Refrain from divulging confidential or personal information that can give the sport or Affiliated Club a bad image. Therefore be wary of publicising personal information about you or others involved with an Affiliated Club.
- Use your best judgement before communicating on social media, as remember there are consequences for what you may post. Thus ultimately, you are solely responsible for your social media communications.

2. Regulations regarding Social Media

Please Note: Affiliated Clubs including Players, Coaches, Club Personnel, Parents/ family, Volunteers and Officials in violation of any applicable regulation set out below may result in discipline – Club Fine, Player suspended or registration revoked.

Regulations:

- Any communication on Social Media should be professional, accurate and respectful of all Affiliated Clubs.
- Communication should not disclose any personal or sensitive information from anyone from an Affiliated Club.
- Communication should respect the National Governing Body and all the work they do to ensure the sport grows.

Breach of these regulations will be subject to discipline by Goalball UK's discretion. Any Affiliated Club who feels they have experienced a breach of these regulations should first report that issue to designated personal at the club who will then direct it to Goalball UK.

3. Identity of Social Media

All Affiliated Clubs should note and be aware that their identity could be stolen or compromised on social media. Goalball UK can help Affiliated Clubs verifying their authenticity and support removing any fake sites that are created. Any Affiliated Clubs that feel their identity is being impersonated on social media should contact Goalball UK directly.

FINAL NOTE: Please be cautious of everything you send out on social media as it can have negative consequences on Goalball UK and the sport in general. Goalball UK however does not want to discourage you from using social media as it has many benefits, particularly engaging others in the sport. But we just want you to be aware of the consequences for misuse.