Social Media Policy

Purpose:
St. Anne's-Waterford Tennis Club uses Social Media platforms (Facebook and Instagram) to promote the ***amateur*** game of tennis.

Objectives:
- To inform members about upcoming activities on a weekly basis
- To inform members about Club news
- To inform members about Club players/teams achievements
- To inform members about upcoming tournaments that our members are eligible to enter
- To promote our Club within the community and encourage non members to participate in tennis events
- To promote current Club sponsors

Below are the Tennis Ireland Guidelines on use of Social Media:

Introduction

Social media provides unique opportunities for tennis clubs to engage, connect, and develop unique relationships with people in a creative and dynamic medium where users are active participants. Information about an event or campaign messages can be dissipated virally amongst supporters within online communities. However, we must also be aware that these sites can become a negative forum for complaining, gossiping, or bullying. Care must be taken not to breach the club's Child Protection Policy or the Data Protection Act.

Principles

If you are representing the club in an official capacity, it is important that your posts convey the same positive spirit that the club would instill in all of its communications. Be respectful of all individuals, races, religions, and cultures. How you conduct yourself online not only reflects on you – it also reflects directly on the club.

When disagreeing with the opinions of others online, keep it appropriate and polite. If you find yourself in a situation that might become antagonistic, do not get defensive or disengage from the conversation abruptly. It is also important not to respond in the heat of the moment in a way you may regret later. Feel free to seek advice or disengage from the dialogue in a polite manner that reflects well on the club.

Potential Problems

With all emerging technologies there is also the potential for misuse. Risks associated with user interactive services include: cyber bullying; grooming and potential abuse by online predators; identity theft; and exposure to inappropriate content such as self-harm, racism, sexting (which is the creation or uploading of inappropriate material), and adult pornography.

The capabilities of social networking services may increase the potential for sexual exploitation of children and young people. There have been several well reported cases where adults have used social networking and user interactive services as a means of grooming children and young people for sexual abuse.

Online grooming techniques include:

• gathering personal details, such as age, name, address, mobile number, name of school, and photographs.
• promising meetings with sports idols or celebrities or offers of merchandise.
• offering cheap tickets to sporting or music events.
• offering material gifts including electronic games, music, or software.
• paying young people to appear naked and perform sexual acts.
• bullying and intimidating behavior, such as threatening to expose the child or young person by contacting their parents/guardians to inform them of their child's communications, or postings on a social networking site, and/or saying they know where the child lives, plays sport, or goes to school.
• asking sexually themed questions, such as 'Do you have a boyfriend?' or 'Are you a virgin?'
• asking to meet children and young people offline.
• sending sexually themed images to a child depicting adult content or the abuse of other children.
• masquerading as a minor or assuming a false identity on a social networking site to deceive a child.
• using school or hobby sites (including sports) to gather information about a child's interests likes and dislikes.

Most social networking sites set a child's webpage/profile to private by default to reduce the risk of personal information being shared in a public area of the site.

Rules to Remember

If someone has their own personal profile on a social media website, they should make sure that others cannot access any contents, media, or information from that profile which:

a) they are not happy for others to have access to.
b) which would undermine their position as a coach/volunteer representing their club.

As a basic rule, if you are not happy with others seeing particular comments, media, or information, then simply do not post these onto a public forum site.

When using social media sites, the following should be considered:

Change your privacy setting on the profile so that only people you have accepted as friends can see your comments. Individuals should lock down their page to non-

friends.

Review who is on your 'friends list' on your personal profile. In most situations you should not accept 'friends requests' if you do not actually know the person(s) concerned.

Ensure personal blogs have clear disclaimers that the views expressed are personal and not representative of the club.

Ensure that information published on social media sites complies with the club's Child Protection Policy.

Beware of how your actions could be captured via images, posts, or comments online as these will reflect on the club.

Respond to online bullying - what is said online must be treated as if said in real time. coaches must not have any under 18's whom they coach as their friends and must not comment on individual players whom they are coaching through their personal page.