**Goalball UK Social Media Policy**

**Last reviewed: September 2020**

# **Introduction**

In this policy, the terms listed below have the meanings given:

“Affiliates” means:

1. all clubs and
2. all Goalball UK (GUK) members including staff, Club Officials, Players, Coaches, Club Personnel, Parents, Volunteers and Officials, and Board Members

“Social Media” means public communications via internet websites such as Twitter, Facebook, LinkedIn, Instagram, and any other Apps or websites of a similar nature existing now or in the future.

**Application of this Policy**

This policy applies to all Affiliates.

# **The Policy**

## Principles

This Policy is based on the following principles:

1. GUK recognises that positive use of social media can aid communication between Clubs whilst better connecting their members and fans.
2. GUK respects the rights to freedom of speech that all individuals have
3. All users should be aware of the dangers and consequences from using social media platforms.
4. Social media use by Affiliates can have an effect on Goalball as a sport beyond the immediate intent of an individual
5. GUK wants to provide Affiliates with guidance on the use of Social Media, and to clearly set out any circumstances where action may be taken under GUK’s disciplinary procedures.

## **Use of Social Media by Affiliates – Guidance**

* Take responsibility for all of your comments. You are personally responsible for any form of social media communication you post.
* Make sure you give people proper credit for their work, and make sure you have the right to use something (including images) before you publish
* Text on a screen doesn’t always come across to a reader as you might expect or intend – think about the tone as well as the content of what you want to say.
* Always remember that Social Media communications are accessible from anyone from the public who can keep records of the information. This public includes key funders, perspective players, prospective sponsors, the media other clubs and members of the Goalball family. Inappropriate content or tone of a communication can reflect badly an Affiliate, the sport in general or the National Governing Body.
* Think about how the context of a comment may lead the reader to think you are speaking on behalf of a club or GUK. If in doubt, make clear that your comments are solely yours and do not reflect anyone else’s position.
* Do not disclose any confidential or personal information relating to another person or a club or the national governing body without permission
* If you tag, mention or post images of another person on social media, please check first that they are happy for this information to be shared.
* Do not use your social media presence to bully anyone or use discriminatory language against them
* Respect your audience. Communication by clubs or in the name of the sport should be professional, accurate and respectful.
* Be aware that a club or person’s online identity can be compromised. GUK can help Clubs in verifying their authenticity and support removing any fake sites that are created. Any Clubs that feel their identity is being impersonated on social media should contact GUK directly.

Contact

If somebody responds negatively to your post and tags a journalist, who may have a substantial number of followers please alert Goalball UK at [enquiries@goalballuk.com](mailto:enquiries@goalballuk.com) or contact Goalball UK privately via the platform the issue is on.

## **Cases where GUK may take action**

GUK reserves the right to take disciplinary action against an Affiliate in the following circumstances.

* The disclosure of confidential information or personal data
* Criticism of or complaints about GUK staff, volunteers or representatives which should be directed through other channels, such as officials, Tournament Directors, complaints procedures or committees
* Comments that could bring the sport into disrepute
* discriminatory or bullying comments aimed at one or more people or a group of people, including (without limitation) comments based on disability, race, sex, gender, sexual orientation, religion or belief, age, marital status or pregnancy or maternity.

GUK may act in these circumstances either on its own initiative or on receipt of a complaint from a club or an individual on completion of Form 1 – Submission of a Complaint.

END.