



Celbridge Tennis Club

Social Media Policy

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.

Using social media sites such as Facebook, Twitter and on-line forums can be fun, constructive and positive for the person(s) posting the communications or those reading the communications. However, the use of negative comments about a person(s) or another Club, the posting of inappropriate images, the use of bullying language towards a person(s), direct criticism of a person(s) or sexist / racist remarks can all be extremely harmful to the parties involved. It is also the case that the reputation and the image of Celbridge Tennis Club could be adversely affected - if the communication is by a known Club member and is seen to be related to an on / off court tennis related dispute. Others third parties (who may or may not be Club members) may also become upset or distressed if they view such communications which relates to their Club, a personal friend or a fellow Club member.

Position of Celbridge Tennis Club

Whilst the Committee of the Club does not seek to control or actively monitor what our Club members do online via social media outlets, the Committee does expect all of its Club members to conduct themselves appropriately on social media sites when making comments, remarks, or allegations which involve Celbridge Tennis Club directly, other Club members, other tennis Clubs, members of other tennis Clubs or spectators.

The Committee has a responsibility to ensure that it safeguards all of its members both on and off the field of play. It is paramount that all our coaches, club officials, volunteers and others in a position of trust act responsibly, both on and off the court when they are representing or communicating about Celbridge Tennis Club- and this includes promoting the acceptable use of social media. If coaches, club officials, volunteers and others in a position of trust fail to adhere to this requirement, or openly do not conform to this requirement, then the Committee will review their positions within the club as laid out in the club Constitution and the current club complaints process.

A- Communications posted directly onto Celbridge Tennis Club's Social Media sites.

The Club will use its social media sites as a positive outlet to promote its own players, player's performances, teammates, the teams, other clubs and others individuals involved in



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tennis. Posting results and acknowledging individual / team performances on social media makes many people aware of achievements involving members of the Club and the teams which they play for.

By doing this, the Club's own Social Media pages can have a positive effect on many people - similar usage by all Club members on their own social media sites is encouraged by the Committee.

Nominated administrators will monitor the Club's own social networking pages regularly and will remove all access (viewing and posting) from anyone who has been behaving inappropriately on the clubs pages. Any Club member can ask the Committee who the administrators are at any time, bearing in mind however that these administrators are likely to change from time to time.

If a person(s) posts or attempts to posts an inaccurate, accessory or unjustified negative comment about Celbridge Tennis Club or anyone associated with the Club directly onto the Club's social media pages, the Committee will challenge these comments directly with the parties involved. If the poster uses inappropriate or offensive language, the poster will be removed from further accessing any of the Club's sites immediately. Any hostile, harassing or discriminatory communications based on a person's race, sex, gender identity, national origin, colour, disability, age sexual orientation, veteran status, marital status, religion or any other status protected by law will not be permitted on any of the Club's social media sites and the poster will be immediately blocked from using any of the Club's social media sites.

The nominated administrators of the Club's own social media sites will ensure that all the privacy settings on its social media sites are secure so that the page(s) are not used as a place to meet, share personal details or to have private conversations.

The Committee strongly recommends that all its members should not use their private pages to social media to publish negative comments or pictures about,

- a) Celbridge Tennis Club
- b) Club members, players, coaches or volunteers of Celbridge Tennis Club,
- c) Members, players, coaches or officials of other tennis clubs.
- d) Spectators

All Club members should be fully aware that any comment or communication that they make on any social media site has the potential to be seen by many people. If that communication is positive then its likely that little harm will be caused. However, if the content is critical of a person(s) or other Clubs then it could cause offensive for the parties involved. If you would not wish to read the communication, which you are posting, in the context of yourself, then do not post it.



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The Committee strongly recommends to all Club members that when posting online regarding matters relating to Celbridge Tennis Club, other Club members, other Clubs and its members – communications must avoid hostile, harassing or discriminatory communications based on a person`s race, sex, gender identity, national origin, colour, disability, age sexual orientation, veteran status, marital status, religion or any other status protected by law. Whilst posts of such a nature will not be permitted on the Club`s own social media sites and will be deleted immediately, communications by Club members on other personal or private sites which are considered to be hostile, harassing or discriminatory about either the Club or another Club member will be investigated further at the discretion of the Committee and the appropriate parties contacted.

Any hostile, harassing or discriminatory communications about the Club, a Club member, other tennis Clubs or other members of any other tennis Clubs will be handled through the current club disciplinary process which could result in exclusion from the Club for the person(s) involved.

The Committee strongly wishes to remind all Club members that their actions on social media could have serious consequences for others and for the reputation of the Celbridge Tennis Club. Posting negative comments and images, making bullying, adverse criticism or sexist remarks on either the clubs own social media pages, on own private pages or on friends pages do not only impact negatively on the people they are about – but it also affects those who read the communications, and those who are made of are of them.

The Committee is strongly of the view that its Club members should not tolerate or condone poor social media behaviour or actions and that they have a role to play in ensuring that inappropriate comments are not posted online which affects the Club, other Club members or members of other clubs. If you are aware of, or observe poor social media behaviour or actions which you think is unacceptable, Club members should remind those posters of their responsibilities when using social media – if you consider it appropriate to do so. If you believe any communication to be hostile, harassing or discriminatory it should be reported to the Committee as soon as possible with evidence of the material which has been posted. The Committee will move to investigate the matter further.

B - Communications by Club members on private social media pages.

The Committee strongly recommends that all its Club members, when using social media sites, show the same respect and regard for other people/other Clubs that you would show on court when playing, coaching, officiating or volunteering on behalf of Celbridge Tennis Club.

If you`re unsure if what you`re posting on your own private social media page(s) or someone else`s is appropriate (or not), then it is simply best not to post it - if in doubt, leave it out.

C - Communications related to Celbridge Tennis Club and / or its Club members made by non-club members on social media sites



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Unfortunately, the Committee has little direct control over non-members posting inaccurate, unjustified, hostile, harassing or discriminatory communications about the Club, Club members, other tennis Clubs or other members of any other tennis Club. With measures in place across all the Club's own social media pages to ensure that all communications are reviewed before being published, such material should not appear on the Club's own social media sites. Communications related to Celbridge Tennis Club and/or its Club members made by non-club members on social media sites If however, for any reason such communications are posted, it will be removed immediately and the party posting will be contacted by the Club and asked to explain their comments.

If the communication is made on a private page of a non-Club member, and a Club member considers it to be serious enough, it should be brought to the attention of the Committee.

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.

Rules to Remember



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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 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.
- ❖ 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.

Team WhatsApp groups or other similar groups

You may decide to set up a **team WhatsApp group** or other similar groups for a league, internal/external competition or some other similar purpose as an efficient way of communicating with those in the group. Please note the following regarding any team WhatsApp group (or other similar communication) set up:

- It is only to be used for the purpose it was set up and not for any other purpose. The members of the WhatsApp group is limited to the players playing for the team and extended as requested by the Mens, Ladies , Mixed Club captains (as appropriate) or Club Chairperson/Club Secretary.
- Please ensure every member playing for the team is given an invite to be part of the WhatsApp group and is not excluded from it unless the player wants to opt out of it.
- Each member of the team has a right not to be part of the WhatsApp group if they don't wish to and can opt out. The team Captain must instead contact them by phone, text or email or in person regarding team/tennis matters.
- The WhatsApp group is not to be used as a facility for communicating criticisms of any individuals whether members or not or to be used for sending any inappropriate comments or images.



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- Any disputes that develop on the WhatsApp Group regarding any tennis matters the conversation should not be allowed continue on WhatsApp and the conversation should be shut down politely as there are dispute mechanism procedures in place in the Club regarding tennis and other related matters.
- The WhatsApp Group should be closed down within 3 months of when the purpose for setting up the Group has finished.
- Please note that the above procedures also apply to email groups or other text groups.