



## Tennis Southland's Social Media Policy

**Tennis Southland (TS)** recognises the importance of online conversations and respects the right of all registered members/players, employees and contractors to freedom of speech. However, there are some basic principles of behaviour that we ask everyone listed above to respect when conducting online activities. This policy is designed to document those principles and guide your participation for both personal and professional usage.

### Changing Times

The game is changing. The emergence of social media has brought a landslide of opportunities and challenges for all those associated with sport and recreation – clubs, participants, fans, administrators and everyone else with an interest. And it is certainly no different for organisations like TS. Sports organisations, even smaller regional ones like TS, can now use social media to:

- increase commercial opportunities
- reach and retain a larger fan base
- increase services to players/members

But social media also brings new risks because not everyone behaves themselves when using social media. To manage the risks, TS has adopted the following policy for all of its players and members – voluntary and paid – to be aware of, abide by.

## Moderation Rules – What Is Allowed, What Is Not

We welcome participation on TS's Facebook site and social media platforms TS creates, but please do not post any content containing offensive language, racial/sexist slurs, personal insults, spam or material in violation of any law. Any posts/photos in breach of those standards will be removed immediately or refused publication. Repeat offenders may be blocked from participating in the community. Action may also be taken if inappropriate posts/comments/photos are made against TS, or members, and made by anyone connected with TS, on unofficial TS social media platforms. Participants should be aware that comments which bring the game and TS community/members into disrepute, or are threatening, inappropriate, abusive, indecent or insulting, may lead to disciplinary action as agreed by the TS Board. It could result in a player ban at club and/or representative level. Any disciplinary decisions agreed on by the TS Board will be final. **Note: Comments could also attract civil and criminal action.**

## Social Media Rules - TS Employees, Contractors, Administrators

### **Representing Tennis Southland (TS)**

- ❖ As a TS employee, contractor and/or voluntary or paid administrator, you may be invited to participate in internal sector social networks in a professional capacity (LinkedIn, Yammer etc), which you may do under your own name.
- ❖ You should only comment on areas of TS work that are within your area of professional responsibility.
- ❖ The content and opinions you share should be consistent with the values of Tennis Southland and our professional standards.

### **Respect the Tennis Southland brand**

- ❖ Please do not use the Tennis Southland's name, logo and/or any other trademarked marks or images on personal social media sites or in public social media groups in a manner that could be deemed inappropriate, as outlined in this policy.

### **Be a good Tennis Southland ambassador**

- ❖ No matter what level you are working at, when using social media either in a personal or professional capacity, you are an ambassador for Tennis Southland. Don't publish anything you wouldn't want your boss to read or see.

### **Respect privacy, copyright and other legal rights**

- ❖ Never give out personal details, confidential information or other content you don't have permission to publish (budget, internal policies or documents, intellectual property, etc). TS employees, contractors and voluntary administrators who share confidential information do so at the risk of disciplinary action or termination.

## **PERSONAL USE – TIPS AND ADVICE**

### **Nothing is private**

- ❖ Remember that publishing on a personal social media platform is as good as talking to the media and the outside world. You cannot control what happens to your content once it is published, even if you modify or delete it.

### **Identify yourself**

- ❖ It is important that you do not post information or opinions that could be interpreted as an official opinion or statement on behalf of Tennis Southland, unless you have prior permission from the TS Board Chairperson or Acting Chairperson.

### **Maintain a high standard**

- ❖ Before posting any content check your facts are accurate, fair, credible
- ❖ If you make a mistake in a post, it's best to confess. It is almost impossible to delete something from social media once it has been published.

### **Be polite and professional**

- ❖ At all times be polite, pleasant, respectful and professional. Sitting behind a computer screen is no excuse for discourtesy. Note that humour could be misinterpreted online.

## Social Media – Dos And Don'ts summary

- Social media is a public forum, so treat it as such
- Do not use abusive, derogatory, vulgar or sexual language
- Do not criticize or imply bias to match officials
- At all times, exercise discretion and respect for players, fans and the game's partners
- Refrain from sharing confidential information online, which includes sharing private messages in public forums without the original messenger's approval
- Do no harm
- Deleting or apologizing publicly for an improper posting/comment/icon or image does not prevent disciplinary action being taken by TS
- Correct mistakes. If you make a mistake, admit it. Be upfront and quick with your corrections.
- Respect others.
- Think **BEFORE** you post. Does a post, picture, status/icon violate TS's policy and values?
- Does it pass the publicity test? Ask yourself, would I want to see this published in the newspaper tomorrow or 10 years from now? Would an employer approve?
- Any messages that might act as the "voice" or position of TS must be approved by TS's social media administrators as appointed by the TS Board.

## • TS's Social Media – Member Definitions

- **Employees** - include staff, contractors, volunteer workers/administrators, TS Board Directors
- **Members** - include club, representative, school and social participants, players, players' parents/guardians