Sandycove Tennis & Squash Club

Social Media Policy

1. Introduction

Sandycove Tennis & Squash Club (the "Club") recognises the many benefits to be derived by members and others involved in the Club's activities from the use of social media but is also mindful of the harm that may be caused when it is used inappropriately. This policy outlines the procedures supporting the club's social media use. These guidelines have been developed to:

- inform members regarding the appropriate and responsible use of social media,
- set out the standards expected of them by the Club and other entities, such as the Data Protection Commissioner, when using social media, and
- minimise the risks to the Club arising from the inappropriate use of social media, thereby protecting the Club and its members.

It is important to recognise that each person is individually responsible for any content they post on social media and that, when using social media, they do so in their personal capacity and not on behalf of the Club. The Club does not accept any responsibility for any content posted on social media. The overall aim of these Guidelines is to protect the image, reputation and good name of the Club.

2. Social Media

Social media refers to a broad range of online tools or functions on channels that allow users to create, share or exchange information, interests, ideas, images and videos in virtual communities and networks.

Social media channels include, but are not limited to:

- Social networking sites (e.g. Facebook, X, Linkedin etc.)
- Video and photo sharing websites or apps (e.g. YouTube, Tik Tok, Vimeo, Instagram. Flickr, etc.)
- Blogs and micro blogging platforms (e.g. Tumblr, Wordpress, etc.)
- Image sharing platforms (e.g. Instagram, Snapchat, etc.)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Live, etc.)
- Podcasting (e.g. iTunes Stitcher, Sound cloud etc.)
- Instant messaging (e.g. SMS, Skype, WhatsApp, Viber, etc.)
- Any other online technologies that allow individual users to upload and share content. In these social media guidelines, reference to "social media" is a reference to any website, application or platform that enables users to create and share content of any kind or to participate in social networking.

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3. Responsibilities when using social media

The Club respects the freedom of its members to use social media in their personal capacity and to express opinions online. The Club recognises that members, coaches, trainers and other persons may use social media in relation to matters pertaining to the Club and its activities. Whilst the Club recognises the use of social media for such purposes, the Club neither authorises nor regulates what appears on social media and will not accept responsibility for any content posted.

Accordingly, members of the Club and other users of social media accept that, when using social media:

- they do so on their own account, and are not acting on behalf of the Club; and
- they have responsibility not to do anything that might tarnish the Club's image, reputation or to bring the Club into disrepute.

4. Guidelines on the use of social media

Members or other persons using social media in relation to matters concerning the Club should:

- respect the rights, privacy and confidentiality of others.
- use common sense and good judgement to ensure that their use of social media is always appropriate.

should not:

i. impersonate or falsely represent another person.
ii. bully, intimidate, abuse, harass or threaten others.
iii. make defamatory comments.
iv. use offensive threatening or abusive language towards others
v. post or share any content that is hateful, threatening, violent, sexually explicit or pornographic, obscene, hateful, defamatory, or that incites violence against others.
vi. post or share inappropriate content or images relating to children.
vii. suggest or encourage illegal activity.
viii. engage in the disparagement of any race, ethnicity, religion or sexual orientation.

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ix. falsely claim that the Club endorses or is associated with any product or promotion.

x. disclose any confidential information in respect of the Club.

5. Breaches of social media

Guidelines

Members are personally responsible for any breaches of these guidelines resulting from content they post on social media. Any member using social media will be responsible for any breaches of these Guidelines in respect of content that they have posted.

A member may, in accordance with our Club Rules, be subject to disciplinary procedures arising out of any use or abuse of social media. Compliance with these Guidelines does not exonerate members from compliance with the Rules of the Club generally. Members are reminded of the provisions of our Disciplinary, Complaints & Appeals of Codes of Behaviour Breaches relating to Safeguarding of Children & Young People in Sport, which deals with complaints about a member whose conduct is harmful to the club, or which brings the club into disrepute. Such provisions have relevance to the actions of members generally, including their actions on social media.