



# Anglia Pétanque Association



## Social Media Policy

### Introduction

Anglia Petanque Association recognises that the use of social media is now an everyday part of life and is deeply aware of the benefits it can bring, particularly in improving communication by and within the organisation and raising the profile of the sport among a wider audience. However social media can have harmful consequences if users act maliciously, thoughtlessly or without sound judgement.

### Policy Overview and Purpose

This policy has been developed to inform our members about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. This policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved. It also includes details of breaches of the policy. The overriding aim of this policy is to assist the formulation of a culture of positivity, openness, trust and integrity in all online activities relating to Anglia Petanque Association.

### Scope

Social media refers to any online tools or functions that allow people to communicate and/ or share content via the internet. This social media policy applies to platforms including, but not limited to:-

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+ etc)
- Video and photo sharing websites or apps (e.g. You Tube, Instagram etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger etc)
- Review sites (e.g. Yelp, Trip Advisor etc). • Live broadcasting apps (e.g. Periscope, Facebook Live etc.)
- Podcasting (e.g. iTunes etc) • Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc) • Instant Messaging (e.g. SMS, Skype, Snapchat, WhatsApp etc)
- Online multiplier gaming platforms (e.g. World of Warcraft, Second life, Xbox Live etc) • Online voting or polls
- Public and private online forums and discussion boards • Any other online technologies that allow individual users to upload and share content

## **Application of the Policy**

This policy applies to all Anglia Pétanque Association members, anyone using our social media platforms, or any third party working for or on behalf of Anglia Petanque Association when posting content on social media in relation to Anglia Petanque Association that might affect its business, competitions, teams, participants, products, services, events, sponsors, members or reputation.

### **Using Social Media in an Official Capacity**

You must be authorised by the APA Regional Management Committee before engaging in social media as its representative. The boundaries between when you are representing yourself and when you are representing Anglia Petanque Association can often be blurred and this becomes even more of an issue the more senior you become. Therefore, it is important that you always represent yourself and Anglia Petanque Association appropriately online. APA Regional Management Committee should also be mindful of the doctrine of collective responsibility outlined in the Code of Conduct.

### **Guidance**

You must adhere to the following guidelines when using social media related to Anglia Petanque Association or its business, competitions, teams, participants, products, services, events, sponsors, members, or reputation.

- Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side
- When using social media, the lines between public and private, personal, and professional, may be blurred. Remember, you are an ambassador for Anglia Pétanque Association
- When posting content online there is a potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting content online that you would not be happy for anyone to see, even if you feel confident that a particular person would never see it.
- Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.
- Your honesty – or dishonesty – may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue, or misleading. If you are unsure, check the source and the facts before uploading or posting anything. Anglia Petanque Association recommends erring on the side of caution – if in doubt do not post or upload.
- Do not post anonymously, use pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.
- If you have a vested interest in something you are discussing point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.
- The web is not anonymous. If you are online, you are on the record – much of the content posted online is public and searchable. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal media accounts.

- Anglia Pétanque Association welcomes criticism in social media from its members when it is made constructively with suggestions as to how improvements can be made to the administration of the sport or playing experiences but repeatedly posting nonconstructive criticisms is not in the best interests of the sport.
- When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.
- Permission should always be sought if the use or publication of personal information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.
- You should refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour. In every instance, you need to have consent of the owner of copyright in the image.
- Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying, or misleading and deceptive content.
- You must not post material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.
- When using social media you may also be bound by the Anglia Petanque Association Members' Code of Conduct, the Equity Policy, The Safeguarding Policy and the Disciplinary Procedures.

## **Policy Breaches**

Breaches of this policy include but are not limited to:

- Using Anglia Petanque Association name, logo or imagery in a way that would result in a negative impact for the organisation / Region, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative, or hateful language.
- Posting or sharing any content in breach of Anglia Pétanque Associations Members' Code of Conduct, Equity Policy, Safeguarding Policy and/or Disciplinary Procedures.
- Posting or sharing any content that is a breach of any UK Law.
- Posting or sharing material to our social media channels that infringes the intellectual property rights of others
- Posting or sharing material that brings, or risks bringing Anglia Pétanque Association, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or Region in the eyes of the ordinary members of the public.
- Disclosure of information held or given in confidence by a member of the Regional Management Committee.

## **Reporting a Breach**

If you notice inappropriate or unlawful content online relating to Anglia Petanque Association or any of its members, or content that may otherwise have been published in breach of this policy you should report the circumstances immediately to the Regional Management Committee, Regional Secretary.



## Investigation

Alleged breaches of this social media policy may be investigated and dealt with in accordance with Anglia Petanque Associations Disciplinary Procedures and may also result in exclusion from Anglia Petanque Association's own social media platforms. Where it is considered necessary Anglia Petanque Association may report a breach of this social media policy to the police or other regulatory body.

