



## **Limerick Celtics Basketball Club**

### **Social Media Policy**

#### **Introduction**

Limerick Celtics Basketball Club recognises that the use of social media is an excellent forum through which our club community can connect. It helps us ensure that information and updates reach all of our members. Social media also plays an important role in helping to promote the club, through telling positive stories and sharing developments with a wider audience. This is important for the brand and reputation of the Club and can lead to growth in interest and participation.

Whilst offering many opportunities when used appropriately, social media also presents significant risks. This includes risks to the reputation of the club, as well as potential risks to the people involved. This Policy is intended to support those engaging in social media for Limerick Celtics Basketball Club. They provide practical guidance to allow parties to engage actively in social media, while being mindful of their responsibilities and obligations and minimising potential risks and protecting those involved.

#### **Scope of the Policy**

The Policy refers to a broad range of online tools or functions that Limerick Celtics Basketball Club uses to communicate and/or upload/share content via the internet. The main social media platforms currently used by Limerick Celtics Basketball Club are its website, twitter, Facebook, Instagram, WhatsApp and text messaging. This Policy applies to any online tools or functions that the Club may employ in the future.

The Policy applies to both officials and members of Limerick Celtics Basketball Club. Officials mean any person acting in an official capacity – paid or unpaid – for the Club. This includes coaches, team managers, referees, table officials, other officials, support staff. Members refers to all individuals registered with Limerick Celtics Basketball Club.

#### **Values and Principles of Limerick Celtics Basketball Club**

The Social Media Policy complement the values and principles of Limerick Celtics Basketball Club. All members and officials should keep these in mind when using social media. Our online actions and behaviour should reflect the club ethos and code of conduct set out in the Club Constitution and the Codes of Conduct for children/young members, parents/guardians and coaches.

#### **Management and Monitoring of Limerick Celtics Basketball Club Media Accounts**

Limerick Celtic's Social Media Officer (Faye O'Neill) leads a small team of administrators to manage the Club's social media activity. While the Social Media Officer has overall responsibility, one administrator (with one back up) should lead on the management of each social media platform. In addition, the team managers manage the relevant WhatsApp groups. Specific responsibilities of the administrators include:

- ensure the social media platform is secure and activate privacy and location settings as appropriate.
- limit posting to the relevant administrator plus the back-up administrator.
- manage safe access. Only the administrator and back-up should know the password/s – these must be changed every six months and when there is a handover of positions.
- ensure that all content on the social media platform is accurate and up-to-date; content should be removed when no longer required or of interest.
- moderate the activity on the social media platform. If there are negative comments or posts, if they are in breach of Limerick Celtics guidelines, or if they could be deemed as harassment, defamatory or a breach of the law, this should be discussed with the Social Media Officer and an appropriate course of action agreed.
- Ensure that all content is in line with General Data Protection Regulation (GDPR), libel and copyright laws. See information below.
- Ensure that appropriate permissions are in place when posting still or video images of minors (this is included in the membership forms).
- Ensure that all content is suitable for persons under 18 years of age.
- Do not mix your official club role with your personal life online. There must be a clear distinction between the two.

### **General Tips and Guidelines for Using Limerick Celtics Social Media Platforms – for officials and members**

- Each person is individually responsible for what they post online – and at all times should consider how their use of social media impacts on the reputation and values of the Club.
- Remember that all Limerick Celtics Social Media Platforms are the external face of the Club. Whatever you post represents the Club, so use common sense and sound judgement.
- Be accurate, polite and respectful in your online communications. Posts should always align with the values of Limerick Celtics Basketball Club.
- Don't forget that the internet is public - even 'private' areas of social media can be made public, so caution is advised. If in doubt do not post or upload!
- Once published online the content is permanent. It is impossible to wholly delete content, it may have already been saved by an external party via a screen shot.
- Do not post any information that is confidential to the club, its members or any third party that has disclosed information to the club.
- Any form of discrimination is not tolerated – be respectful of all individuals, races, religions and cultures. Do not use personal insults or obscenity.
- Do not post or share material which is violent, sexually explicit, obscene, hateful, or defamatory. Do not engage in trolling, bullying, or abusive activity.

- Ensure that all content is appropriate for all ages, including the younger members and players of the Club.

## **Legal Considerations**

### **Libel laws**

- Adhere to libel laws outlined in the Defamation Act in the Republic of Ireland and Northern Ireland. Expressions of opinion can lead to a defamation case. Information available here: [http://www.justice.ie/en/JELR/Pages/Main\\_features\\_of\\_the\\_Defamation\\_Act\\_2009](http://www.justice.ie/en/JELR/Pages/Main_features_of_the_Defamation_Act_2009)
- As previously mentioned, a retweet can be seen as an endorsement. A retweet of a defamatory post is defamation and you are liable.

### **GDPR**

- Use of personal information/data – consider GDPR, do not publish someone’s contact details or personal information on your social platform, unless consent has been granted. General overview: [https://www.citizensinformation.ie/en/government\\_in\\_ireland/data\\_protection/overview\\_of\\_general\\_data\\_protection\\_regulation.html](https://www.citizensinformation.ie/en/government_in_ireland/data_protection/overview_of_general_data_protection_regulation.html)

### **Copyright**

- Use of music in content is subject to copyright. If your club uses music on a social post it may be subject to royalty payments.
- Imagery is also subject to copyright if using from external sources. Ensure it is a ‘rights free’ image, or has been pre-sanctioned for use.
- Video – broadcasters pay for rights broadcast rights, unless you have paid for it or have been pre-authorized to re-publish, do not use.
- USG (User-Generated Content) - permission must be granted from the original publisher before it appears on your social channels, with a credit to the original publisher mandatory. Consider verification of the content, to ensure its accuracy and authenticity.

## **Related Documents**

Limerick Celtics Constitution and Codes of Conduct

Limerick Celtics Child Protection and Safeguarding Statement

Limerick Celtics Inclusion Policy