

SOCIAL MEDIA POLICY

Social Media Policy and Scope

The term social media is used in relation to social networking sites that allow users to create personal profiles, share photos and videos, and communicate with others. Used correctly, social media enriches the value and perception of Wicklow rowing club in the rowing community. Other messaging platforms, including SMS or emails used for similar purposes, can also be interpreted as social media.

Wicklow rowing club will only have one account with FB, Instagram, Twitter etc. The logo will only be used on the official Wicklow rowing club Facebook/Twitter etc pages. Authorisation to use the club logo on a media medium must be given in advance by the Executive committee.

Wicklow rowing club recognises key challenges with the use of social media amongst the rowing community:

● When members or volunteers share opinions online they may reflect positively or negatively on our organisation, individual staff, volunteers or members, and/or its stakeholders.

● In some cases, individuals or organisations outside of Wicklow rowing club may use digital and social media to challenge the club's actions, rules and regulations. If necessary, the club will defend its position in such circumstances. This defence should follow consultation with the Clubs Communications Officer(s) and Executive committee.

● Rowing topics are widely discussed throughout all social media platforms. It is important that we can use these same, or similar, platforms to promote and outline official club policies approved by the committee.

<u>Club officials</u>

Club officers must be conscious of their online activity, as there can be a blurred line between personal and professional online profiles. At all times club officers and members must be aware that their posts can be deemed to reflect the opinion and views of the club .

Committee's/Athletes using Personal Social Media Accounts:

● should avoid commenting on rowing related issues via social media, as their opinions can be interpreted as the views of the club .

● should be conscious of any personal content or activities that could be seen to be damaging to the reputation of the club or by association to its stakeholders; Rowing Ireland, Sport Ireland, Sport NI or other sponsors,

● should at all times respect the brand, trademark, and copyrighted information and imagery of Wicklow rowing club . Should consider comments they post relating to not only Rowing itself but also all key stakeholders linked to the organisation.

● Should re-post official Rowing Ireland content rather than create their own

where possible. This content is to be made available to all of the above groups of people in a timely fashion at all global competitions.

● may be privy to confidential information that is not intended for the general public. They should be careful to not disclose information to others or online if it is not already available to the public.

● Data Protection Rules, Laws of Defamation and Libel Laws should be considered at all times. Recent court awards have confirmed that the Irish Libel Law extends to social media and what is posted online may render the individual liable to pay compensation if a case is lost.

● At all times online posts should be respectful of all individuals, races, religions and cultures and the fact that Rowing like many sports is an all-island sport. Disrespectful or discriminatory posts and/or comments on personal social media outlets not only reflect poorly on the individual commenting but also reflects negatively on Rowing Ireland, Sport Ireland and Sport NI.

Rowing Ireland Team Members (Rowers and Officials):

Having an active presence on social media is an everyday reality for most athletes and sportspeople, and indeed it presents a great opportunity; the chance to tell your own story, in your own words, but common sense and sound judgment must always be to the forefront when telling that story.