**Angus Disability Sport Social Media Guidelines**

Social media is changing the way Angus Disability Sport (ADS) communicates.

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to ADS.

This policy contains ADS’s guidelines for the ADS community to engage in social media use. It also includes details of breaches of the policy.

**Coverage**

This policy applies to all persons who are involved with the activities of ADS, whether they are in a paid or unpaid/voluntary capacity and including:

• persons appointed or elected to ADS boards, committees and sub-committees;

• Contractors / employees of ADS;

• support personnel, including managers, physiotherapists, psychologists, carers and others;

• coaches and assistant coaches;

• athletes and participants;

• referees, umpires and other officials;

• any individual using an ADS social platform

**Scope**

Social media brings us new opportunities to connect and communicate directly with our community. ADS uses social media as;

• A method of amplifying our external communications

• Direct communication with our athletes, volunteers, stakeholders and partners

• A method of accessing and engaging new audiences and encouraging them to engage with sport and each other

• A vehicle for keeping up to date on current relevant information about sport in Scotland as it happens

• A relationship building tool to help communicate and showcase information for our partners and for the good of sport

• A way of learning from each other, exchanging opinion and interacting.

**Social media**

Social media refers to any online tools or functions that allow people to communicate, interact and/or share content involving sharing information, opinions, knowledge and interests via the internet.

This social media policy applies to platforms including, but not limited to:

• Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, Zoom, Slack etc)

• Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)

• Blogs, vlogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)

• Review sites (e.g. Yelp, Urban Spoon, etc)

• Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)

• Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)

• Geo-spatial tagging (e.g. Foursquare, etc)

• Online encyclopaedias (e.g. Wikipedia, etc)

• Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)

• Online multiplayer 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.

This policy is applicable when using social media as:

• Using ADS’s platforms

• representing ADS on social media; and

• if you are posting content on social media in relation to ADS that might affect ADS’s business, products, services, events, sponsors, members or reputation.

**NOTE**: This policy does not apply to the personal use of social media where it is not related to or there is no reference to ADS or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse of social media in a manner that does not directly refer to ADS may still be regulated by other policies, rules or regulations of ADS

**Accessing ADS social media**

As a part of ADS’s, community you are an extension of the ADS brand.

As such, the boundaries between when you are representing yourself and when you are representing ADS can often be blurred. This becomes even more of an issue as you increase your profile or position within ADS. Therefore it is important that you represent both yourself and ADS appropriately online at all times.

**Guidelines**

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

**Use common sense**

Whenever you are unsure as to whether or not 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 ADS.

**Protecting your privacy**

Be smart about protecting yourself and your privacy.

When posting content online there is 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 any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual 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.

**Honesty**

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. ADS recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using 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. 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 social media accounts.

**Use of disclaimers**

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with ADS and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble -– it may not have legal effect.

**Reasonable use**

If you are an employee of ADS, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

**Respect confidentiality and sensitivity**

When using social media, you must maintain the privacy of ADS’s confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of ADS.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by ADS, it is perfectly acceptable to talk about ADS and have a dialogue with the community, but it is not okay to publish confidential information of ADS.

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 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.

**Gaining permission when publishing a person’s identifiable image**

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature.

In every instance, you need to have consent of the owner of copyright in the image.

**Complying with applicable laws**

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

**Abiding by copyright laws**

It is critical that you comply with the laws governing copyright in relation to material owned by others and ADS’s own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

**Discrimination, sexual harassment and bullying**

The public in general, and ADS's employees and members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you are also bound by ADS’s Anti-Harassment and Bullying Policy, Data Protection Policy, Ethics Statement, Complaints Policy, and Safeguarding Children, Young People & Adults at Risk Policies and Procedures

**Avoiding controversial issues**

If you see misrepresentations made about ADS in the media, this should be referred to the ADS Chair. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

**Dealing with mistakes**

If ADS makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses ADS of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

**Conscientious behaviour and awareness of the consequences**

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your association at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

**ADS branding and intellectual property**

You must not use any of ADS’s intellectual property or imagery on your personal social media without prior approval from the committee.

ADS’s intellectual property includes but is not limited to:

• trademarks

• logos

• publications

• imagery

• material which has been posted on the ADS official social media sites or website.

You must not create either an official or unofficial ADS presence using the organisation’s trademarks or name.

You must not imply that you are authorised to speak on behalf of ADS.

Where permission has been granted to create or administer an official social media presence for ADS, you must adhere to the ADS Branding Guidelines.

**Policy Breaches**

Breaches of this policy include but are not limited to:

• Using ADS’s name and/or logo in a way that would result in a negative impact for the organisation.

• 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 ADS’s anti-discrimination, racial discrimination, sexual harassment or other similar policy.

• Posting or sharing any content that is a breach of any state law.

• Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.

• Posting or sharing material that brings, or risks bringing ADS, 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 organisation in the eyes of the ordinary members of the public.

**Reporting a breach**

If you notice inappropriate or unlawful content online relating to ADS 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 ADS Chair.

**Investigation**

Alleged breaches of this social media policy may be investigated according to procedure as detailed in the ADS Disciplinary and complaint policy.

Where it is considered necessary, ADS may report a breach of this social media policy to police.

**Disciplinary process, consequences and appeals**

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure.

Contractors / Employees of ADS who breach this policy may face disciplinary action up to and including termination of employment in accordance with the ADS Disciplinary Procedure or any other relevant policy.

**Appeals**

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal.