

SOCIAL MEDIA POLICY

1. Introduction

Social media is a term for communication related Apps / Websites based on user participation and user-generated content. They include social networking sites and other sites that are centred on user interaction, such as: blogs; wikis; social networks; forums; podcasts; and content communities.

The Welsh Billiards and Snooker Association (WBSA) respects the legal rights of members of the WBSA, what you do in your own time is your concern. However, in line with Sport Wales and peer national and international associations, this policy has been developed to provide guidance for members on the acceptable use of social media relating to any aspect of the WBSA, its officers, members, sponsors, affiliates and as representatives of the WBSA at national and international events.

We are living in an age where anything we may post becomes instantly visible and accessible across the world, equally, this also exposes individuals to unknown or unintentional breaches of various criminal laws, together with regulations in force for related associations eg: EBSA (European Billiards and Snooker Association), IBSF (International Billiards and Snooker Federation).

2. Using social media for WBSA related topics

As a member of the WBSA, the personal image you project in social media may adversely reflect on the image of the association. We recommend you:

- a) Show yourself in your best light. By identifying yourself as a WBSA member within a social network, you are now connected to fellow members, players, potential members and members of other international

associations. You should ensure that content associated with you is consistent with your responsibilities as a member of the WBSA.

- b) Think twice and pause. You should use mature discretion in all personal communications in social media. If you wouldn't write something on email, or say out loud in public, then you shouldn't put it on a social networking site. These are very public forums and should be treated as such.
- c) Use a disclaimer. When using social media for personal purposes, you must not imply you are speaking on behalf of the WBSA. Avoid use of the associations e-mail address, logos or other identification. Make it clear that what you say is representative of your personal views only. Where possible, you should include a standard disclaimer, such as: "Statements and opinions here are my own and are not that of the WBSA".
- d) Know your obligations. You must comply with and respect other association's policies when using social media. For example, you should be careful not to breach confidentiality and data protection policies when representing Wales at national and international events.
- e) Show respect to all. You should be respectful of the association and your fellow members.

3. Using social media for WBSA communication

If members use social media with due care, it can be of real benefit to the WBSA. For example, a LinkedIn profile highlights the talents and expertise of our members. Twitter and Facebook can help generate enthusiasm for and awareness of our mission to promote and develop snooker and snooker talent in Wales. Social media enables people to express opinions and share information as part of a national and globally distributed conversation. Each tool and medium has proper and inappropriate uses.

If you are keen to do so, the WBSA encourages you to share WBSA Facebook posts, retweet and to positively post items about the WBSA. This helps to build the profile of our association and its members. However, whilst the WBSA encourages all of its members to join in conversations, it is important to understand what is recommended, expected and required when you discuss WBSA related topics.

The WBSA expects you to exercise personal responsibility whenever you participate in social media. This includes not breaching the trust of those with whom you are engaging. You should be sure that you are presenting accurate information and ensuring audiences are not misled.

4. Guidance to members

You should:

- a) Not set up any social media platforms or feeds as a WBSA account or a WBSA functional account, unless otherwise agreed by the WBSA Committee.
- b) Abide by the Code of Conduct, and Data Protection policies. If you have any uncertainty about publishing something online, this document may help. If you still don't know if something you want to publish is appropriate, it is best to hold back and seek the advice of a WBSA Officer.
- c) Declare yourself. Some posters / bloggers work anonymously, using pseudonyms. The WBSA believes in transparency and honesty, and we encourage you to use your real name, be clear who you are, and identify your membership of the WBSA. If you have a vested interest in something you are talking about, ensure you have made this clear. What you publish will be around for a long time so consider the content carefully and also be sensible about disclosing personal details.
- d) Write using your own voice; don't be afraid to show your personality and talk from your own perspective. If the nature of the content is contentious, seek the advice of a WBSA Officer before you contribute.

- e) Follow copyright and data protection laws. For the associations protection as well as your own, it is critical that you stay within the legal framework and be aware that libel, defamation, copyright and data protection laws apply. Ask permission to publish or report on conversations that are private or internal to the association. Be aware that content on social media websites may be subject to Freedom of Information requests.

- f) Add value. The WBSA's reputation is made up in a large part by the behaviour of its members and everything you publish reflects on how we are perceived. Social media should be used in a way that adds value to our mission to promote and develop snooker and snooker talent in Wales.

- g) Though not directly WBSA related, background information you choose to share about yourself, such as information about your family or personal interests, may be useful in helping establish a relationship between you and your readers, but it is your decision to share this information.

- h) Not be defensive. When you see inaccuracies articulated about the WBSA or related by interested parties, journalists or by other posters / bloggers, you may use social media to politely and sensitively point out the situation as you see it. Please also advise a WBSA Officer that you have identified information that is inaccurate or could damage the reputation of the association.

- i) Be prepared for a two-way conversation. And be aware that people are entitled to their views. You must make sure that what you say is factual and avoid unnecessary or unproductive arguments.

- j) Handle offensive comments swiftly and with sensitivity. If a conversation turns and becomes offensive in terms of language or sentiment, make sure you inform your audience exactly why you have removed the comment. For example, "This comment was removed because moderators found the content offensive. I will respond to your comments but please respect the views of all participants."

- k) React to your own mistakes and use your judgment. If you make a mistake, be up front about your error and correct it quickly. In a blog, if you choose to modify an earlier post, make it clear that you have done so.
- l) Remember that there are consequences to what you publish. If you're about to publish something that makes you uncomfortable, review the suggestions in this document. If you're still uncertain, discuss it with a WBSA Officer. Ultimately, however, you have sole responsibility for what you post or publish in any form of online social media.

5. WBSA's Protocol for Social Media use

If you already use social networks or blogs for personal use and you have indicated in any way that you are a member of the WBSA, you should add a disclaimer that states that opinions on this site are your own.

If your actions are considered to bring the association into disrepute, or breach any other aspects of this or associated policies, you may be subject to action under the WBSA's Code of Conduct disciplinary process. If you break the law using social media (for example by posting something defamatory), you will be personally responsible.

All information you post using social media is subject to the Freedom of Information Act. You also must adhere to the following principles:

- All information created pertaining to aspects of the WBSA constitutes a WBSA record and is evidence of the associations work, and may be needed for reference by others in future.
- All information is subject to a retention period.

If you notice any use of social media by other members of the WBSA in breach of this policy please report it to a WBSA Officer.

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