



SOCIAL MEDIA POLICY

CORPORATE SOCIAL MEDIA ACTIVITIES

- 1) WABA will seek to use social media to promote the sport of boxing and the contribution it makes to Welsh society, to engage with its member clubs and bring to the attention of a wider public the achievements of Welsh boxers and
- 2) the use of social media messaging by WABA will be managed by the CEO and his staff and take into account directions or guidance from the board

PURPOSE

Use of social media is now the norm. NGBs will want to maximise the opportunities afforded by social media and websites but there are also downsides to the current “instant social media age”. Use of all media platforms should be driven by common sense, the law and defined policies set by the NGB which are widely distributed and clearly visible to its members.

POLICY DRAFTING NOTES

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, Welsh Boxing recognises the benefits of social media as an important tool of engagement and enrichment for our members, stakeholders and the wider public.

It is important that the reputation of Welsh Boxing, its members, clubs and the sport generally is not tarnished by anyone using social media inappropriately, particularly in relation to any content that might reference Welsh Boxing.

When someone clearly identifies their links with Welsh Boxing, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately and in the ways that are consistent with Welsh Boxing stated/normal values and policies.

This policy aims to provide some guiding principles to follow when using social media, it does not apply to the personal use of social media platforms by Welsh Boxing members that makes no reference to Welsh Boxing or related sport issues.

SCOPE

This policy applies to Welsh Boxing members, clubs and athletes (please note employees have a separate policy contained in the Employee Handbook).

This policy covers all forms of social media including, but not limited to, activities such as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Twitter or MySpace);
- Content sharing including Flickr (photo sharing) and YouTube (video sharing);
- Commenting on blogs for personal or business reasons;

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- Leaving product or service reviews on retailer sites or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums or message boards; or
- Editing a Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect members, stakeholders, sponsors or Welsh Boxing as an organisation and the reputation of the sport in general.

GUIDING PRINCIPLES

The World Wide Web is not anonymous. Welsh Boxing members should assume that everything they write can be traced back to them.

Due to the unique nature of sport, the boundaries between Welsh Boxing member's and employee's profession, volunteer time and social life can often be blurred. It is therefore essential that everyone makes a clear distinction between what they do, think or say in their capacity as a member of Welsh Boxing [as Welsh Boxing considers members of the organisation as its representatives] and what they do, think or say as an individual.

When using the internet for professional or personal pursuits, all members must respect all stakeholders of Welsh Boxing, all members and clubs, Welsh Boxing employees and anybody else involved in our sport and follow the guidelines in place to ensure that sport's intellectual property or its relationships with sponsors and stakeholders is not compromised (see "Branding and Intellectual Property" below) or the organisation is brought into disrepute.

USAGE

For Welsh Boxing members using social media, such use must not:

- contain, or link to, libellous, defamatory or harassing information;
- comment on, or publish information that is confidential in anyway;
- bring the organisation or the sport into disrepute; or
- otherwise be in breach of the Welsh Boxing Code of Conduct.

BRANDING AND INTELLECTUAL PROPERTY

Only the Welsh Boxing official social media and website(s) have the right to use any logo or trademarks belonging to the organisation. It is important that any logo or trademarks belonging to Welsh Boxing are not used in personal social media applications as doing so will be a breach of this policy.

OFFICIAL WELSH BOXING BLOGS, SOCIAL PAGES AND ONLINE FORUMS

When creating a new website, social networking page or forum for members, clubs, competitions or general Welsh Boxing business, care should be taken to ensure the appropriate person has given permission to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of children may not be replicated on any site without the written permission of the child's parents and/or guardian.

For official Welsh Boxing blogs, social pages and online forums:

- posts must not contain, nor link to pornographic or indecent content;

- “pop up” hosted sites should not be used for online forum or social pages as the nature of “pop up” content cannot be controlled;
- members must not use Welsh Boxing online pages to promote personal projects; and
- all materials published or used must respect the copyright of third parties.

CONSIDERATION TOWARDS OTHERS WHEN USING SOCIAL NETWORKING SITES

Social networking sites allow photographs, videos and comments to be shared with thousands of other users worldwide. Welsh Boxing members must recognise that it may not be appropriate to share photographs, videos and comments in this way, especially when there may be an expectation that they will not appear publicly. In certain situations, Welsh Boxing members could potentially break the law or inadvertently make Welsh Boxing liable for breach of copyright.

Welsh Boxing members should be considerate to others and should not post information when they have been asked not to, or if formal consent has not been obtained. Information about another person posted without permission must always be removed if requested as soon as possible, ideally immediately.

Under no circumstance should offensive comments be made about Welsh Boxing, employees, members, the NGB or our sport online.

BREACH OF POLICY

Detected breaches of this policy should be reported to Welsh Boxing Chief Executive.

If detected, a breach of this policy may result in disciplinary action under the Welsh Boxing governing documents including its constitution/Articles, Byelaws, Disciplinary Regulations and other relevant policies.

CONSULTATION OR ADVICE

This policy has been developed to provide guidance for Welsh Boxing members taking part in social media activities.