

Social Media Policy

Social media provides the opportunity to instantly share information with a wider audience than ever before. UK Ultimate recognizes the benefits of social media as a medium through which numerous positive activities can be conducted. This includes, but is not limited to:

- Promoting activities and events e.g. trials
- Providing news and updates e.g. team successes/achievements
- Communicating with the media to raise awareness and build profile
- Attracting and securing new sponsors (handled by UKU staff, Board and/or GB Oversight)
- Sharing photos and video with spectators
- Providing online education
- Building a team following
- Providing insights into players' lives

Conversely, social media provides many well evidenced challenges which organisations and users must be aware of when utilizing social media. These challenges include, but are not limited to:

- Limited control over items once posted
- Association of individual personal opinions with the organisations that individuals represent
- The internet is not anonymous
- Most forms of social media can be kept as a permanent record
- Social media forms are generally more public than realized by the Users

In consideration of these benefits and challenges, the GB Oversight has created the following guidance which relates to both official social media channels and player use of social media whilst within the period covered by the GB Player agreement.

Policy for use of official mediums:

Users of official team social media, e.g. team Twitter and Facebook accounts, must adhere to the following:

- Users must use existing social media accounts where possible, and ensure accounts are available for future use. Accounts should be coordinated with the GB Administrator (gb.admin@ukultimate.com).
- Authorization from UK Ultimate should be sought prior to creating a new website, social networking page or forum. Permissions should be coordinated with the GB Administrator or a member of the GB Oversight Committee.
- Users must allow access to GB Oversight and UKU staff on request.
- Users must surrender use of official social media accounts at the end of their period of responsibility.

Guidance for using official mediums:

The following recommendations are made to those utilizing official social media accounts, e.g. team Twitter and Facebook accounts:

- All communication must be respectful of sponsors and arrangements relating to UK Ultimate and the GB Ultimate programme, e.g. kit.
- Users must not post confidential information

- Users must respect copyright of third parties
- Team accounts must not be used to promote personal projects
- Accounts must not contain or link to inappropriate content, including care around pop ups

Guidance for player use of social media whilst covered by the GB Player agreement:

UK Ultimate appreciate that players may also wish to use social media forums to communicate about their GB-related activities. To ensure such uses are effective, we have provided brief guidelines for players engaging in social media:

- Be authentic, natural, personable and insightful
- Show personality and interests on/off pitch
- Use tasteful humour as appropriate
- Engage with people (e.g. other players, fans)
- Be careful, respectful and positive
- Consider the image of yourself and the programmes you represent
- Consider who you are interacting with (e.g. Under 18's)
- Respect team confidentiality (e.g. team tactics)
- Protect yourself, your privacy and confidential information
- Abide by other policies (equality and diversity, safeguarding)
- Do not post anything which suggests prejudice on the basis of race, religion, sexuality
- Do not post pictures or statements that conflict with the ethics of the sport/UKU
- Do not engage in online disputes, or allow your friends or family to engage in such disputes on your behalf
- Do not post images of children without written Parent/Guardian permission

Overall, the following recommendations apply:

- Engage your brain before posting
- If you're not sure, don't post it

Review:

This policy will be reviewed on a 2-yearly cycle.