

Introduction

Social media is changing the way we communicate.

This policy has been developed to inform our officers, employees, volunteers, officials, referees and members 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 the Northern Ireland Judo Federation (NIJF).

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

In circumstances where guidance about social media issues has not been given in this policy, we suggest the use of common sense, or seek out advice from NIJF's Child Protection Officer or the Conduct and Complaints Officer.

Underlying principles

This policy complements the NIJF's core values of: -

Growing our Sport, Developing our People, Investing in Excellence

The NIJF Executive Committee (EC) is responsible for all matters related to this policy.

Coverage

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

- *members, including life members of the NIJF*
- *persons appointed or elected to the EC, committees and sub-committees*
- *employees of the NIJF*
- *coaches, referees, and other officials*
- *affiliated member clubs*

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content 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, etc.)*
- *Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, etc.)*
- *Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc.)*
- *Review sites (e.g. Yelp, Urban Spoon, etc.)*

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- *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 also applicable when using social media as: -

1. an officially designated individual representing the NIJF on social media; and
2. They are posting content on social media in relation to the NIJF that might affect the NIJF'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, the NIJF or its business, competitions, teams, participants, products, services, events, sponsors, affiliates, members or reputation. However, any misuse of social media in a manner that does not directly refer to the NIJF may still be regulated by other policies, rules or regulations of the NIJF.

Only those persons authorised by the EC can engage in social media as a representative of the NIJF.

As a part of the NIJF's community you are an extension of the NIJF brand.

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

Guidelines

The following guidelines must be adhered to when using social media relating to the NIJF or its business, products, competitions, teams, participants, services, events, sponsors, affiliates, 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 the NIJF.

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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. The NIJF 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 whom 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 (e.g. member of the NIJF) 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 the NIJF, 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 the NIJF's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of the NIJF.

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

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It is perfectly acceptable to talk about the NIJF and have a dialogue with the community, but it is not okay to publish confidential information of the NIJF. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our teams, coaching practices, financial information and other confidential information.

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. This could include accidents, incidents or controversial behaviour.

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 the NIJF'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 the NIJF'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 may also be bound by the NIJF's values and Equality Policy.

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Avoiding controversial issues

If you see misrepresentations made about the NIJF in the media, you may point that out to the relevant authority in that organisation. 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 you make 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 you 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 membership, employment or office at risk.

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

Branding and intellectual property of the NIJF

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

The NIJF's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- Imagery which has been posted on the NIJF official social media sites or website.

You must not create either an official or unofficial NIJF presence using the organisation's trademarks or name without prior approval from the NIJF.

You must not imply that you are authorised to speak on behalf of the NIJF unless you have been given official authorisation to do so by the EC.

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

Policy breaches

Breaches of this policy include but are not limited to:

- *Using the NIJF's name, motto or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.*

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- *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 the NIJF's anti-discrimination, racial discrimination, sexual harassment or other similar policy.*
- *Posting or sharing any content that is a breach of any law of the country you are in.*
- *Posting or sharing any material on social media channels that infringes the intellectual property rights of others.*
- *Posting or sharing material that brings, or risks bringing the NIJF, 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 the NIJF 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 NIJF's Administrative Office.

Further information about reporting breaches:

- *For a complaint about the misuse of social media relating to a contest or competition that occurs either prior to, during, or after the event or*
- *For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular event; refer to the NIJF's Conduct and Complaints Policy.*

Investigation

Alleged breaches of this social media policy may be investigated according to the NIJF's Conduct and Complaints Policy or Child Disciplinary Policy.

Where it is considered necessary, the NIJF 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 contained in the NIJF's Conduct and Complaints Policy or Child Disciplinary Policy.

Employees of the NIJF who breach this policy may face disciplinary action up to and including termination of employment in accordance with the NIJF's Disciplinary Policy or any other relevant policy.

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Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under the Conduct and Complaints Policy document.

- *Code of Conduct for Board Members*
- *Code of Conduct and Ethics for Coaches*
- *Equality Policy*
- *Conduct and Complaints Policy*
- *Conflict of Interests Policy*
- *Child Protection Policy*
- *Social Media Policy*
- *Video Usage Policy*

Other legal considerations that may be applicable include but are not limited to:

- *Defamation*
- *Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws*
- *Anti-discrimination laws*
- *Employment laws*
- *Advertising standards*
- *Human Rights Act 1998*
- *Equal opportunity laws*
- *Contempt of Court*

Conclusion

This policy document is very comprehensive and the general content not only applies to those authorised to act on behalf of the NIJF, but also those who are acting independently. It can be summed up into a relatively simple statement: -

Do not post, or publish, anything onto a social media platform that brings the sport of judo, the NIJF, its members, employees, officers, officials, volunteers and affiliated clubs and sponsors into disrepute.

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