

WSF SOCIAL MEDIA GUIDELINE

Whether you are a player, organiser, referee, coach, administrator or volunteer you will need to balance the benefits of instant and wide communication afforded by social media with the care of use needed with the medium.

This guideline will help you avoid issues.

Social media communications are public statements at all times — even if created with private intentions. If you are going to use social media in any form, remember that your communication may be read by anyone at any time.

Once you have put something online, there is almost no taking it back and it is almost impossible to delete.

Your personal reputation and those you mention can be affected by what you say. Be respectful to others, organisations, companies and the sport.

Always remember that anything said that is untrue could result in legal action at its most serious, in addition to breaching the WSF Code of Conduct (Article 2. General Behaviour. B. Disrepute).

Be aware that uploaded photos may be taken out of context and used by other people or the media so if you are not happy for the image to be shared publicly, don't put it online.

Be careful in sharing any personal information. Adjust your security settings accordingly.

Be mindful that communications and links made need to be considered appropriate by others. This is especially true in all 'friending' actions.

If you are a player, referee or coach (and also generally for others):

- Promote playing and officiating in a positive manner in a way that does not reflect badly or impugn others.
- The same ethical restrictions that apply to any form of public speech also apply to social media. It is inappropriate to communicate specifics about your matches played, coached or officiated where they may cause issues for opponents, referees, coaches or any related personnel.
- Communications between yourselves as players, coaches or referees should be done privately and not through the use of social media. Be mindful that emails and other forms of direct communication can be transmitted onwards.

GENERAL SUGGESTIONS ON USAGE:

- Respect secrecy and privacy. Think how you will feel if private information about you is published and take care with the rights of others.
- Use humour to amuse, not offend.
- Remember that there are young and old using social media so foul or abusive language should be avoided.
- If you make a mistake, admit it quickly and apologise.
- Take a moment to consider whether you will create issues for others or yourself before you press 'send'.