



LETTERKENNY BLAZE BASKETBALL CLUB LTD

MEDIA USAGE POLICY

1. Policy Aim

The aim and objective of this Policy is to provide guidelines for all members of Letterkenny Blaze Basketball Club in the effective and productive use of media channels, including social media, to promote and grow the sport of basketball.

2. Policy Statement

Letterkenny Blaze Basketball Club Media Usage Policy requires all members to use media, including social media, in a productive and positive manner that promotes the sport of basketball and affords respect to individuals and organisations involved in the sport at all times.

Letterkenny Blaze Basketball Club promotes the practice of positive engagement and interaction with the media and encourages all persons bound by this policy to use media channels, including social media, appropriately.

Letterkenny Blaze Basketball Club views all interaction and engagement with the media as a key way of communicating with families, other players and the wider public. This interaction includes, but is not exclusive to, the promotion of club teams, individual players, club games and other basketball related events.

Letterkenny Blaze Basketball Club acknowledges that both online and traditional media avenues are the primary sources for promoting the sport to the wider public.

Letterkenny Blaze Basketball Club also recognises that social media has moved towards the forefront in communicating and engaging with the local community and treats all social media content whether written, photographic, video, or audio, as public comment which is accessible to all.

3. Social Media

In all their contacts and communications, members of Letterkenny Blaze Basketball Club must be open and transparent. This is the case whether communications are by traditional means or by electronic means. NB: Coaches or committee members must not communicate with children or young people via their personal social networking profiles, email accounts, or chat rooms.

Letterkenny Blaze Basketball Club uses the following social media sites: Facebook, Instagram and Twitter as well as messaging apps: Whatsapp, Sendmode and Viber.

3. i) Usage of social media by editors of Letterkenny Blaze Basketball Club

The following principles are applied for Letterkenny Blaze Basketball Club's use of social media sites:

- Letterkenny Blaze Basketball Club treats all written social media postings, blogs, status updates and tweets as 'public comment'. As a result, all persons bound by this Policy should not comment or respond to a comment in a way that may be construed as negative or may be considered insulting / offensive to others, or put themselves in a situation where they may harm their reputation, the reputation of their teammates, other members of Letterkenny Blaze Basketball Club or the Club itself.
- All club social media platforms are password protected which is known to the authorised editors of the site. Passwords are changed on election of a new PRO.
- Postings on the site are permitted and edited by the authorised editors.
- Content of any postings should be consistent with the policies and procedures of Letterkenny Blaze Basketball Club.

3. ii) Usage of social media by club members

All Letterkenny Blaze Basketball Club members using social media must operate within the remit of the relevant Letterkenny Blaze Basketball Club Code of Conduct when engaging with electronic communications and social media.

- Club members must not post, forward or link to libellous, defamatory or harassing content – this also applies to the use of all artwork, including memes, and nicknames.
- Club members must not in any way comment on or publish information that is confidential about the Club.
- Club members must not use social-media tools to comment on club policies.
- Club members must not bring (or be perceived to bring) Letterkenny Blaze Basketball Club or the sport and any affiliated governing bodies into disrepute.
- Club members must refrain from posts supporting discrimination whether about gender, sexual orientation, race, nationality, ethnic origin, colour, religion or disability.
- Club members must refrain from posts of an overtly political nature – political impartiality should be maintained no matter what personal political beliefs are held.
- As a registered club member (over 18) you should not accept any person under the age of eighteen as a friend on your personal social-media accounts.
- Club members must not post named photographs of under eighteens without parental/guardian agreement.
- When communicating with others online, keep content appropriate and polite. It is also important not to respond in the heat of the moment, in a way you may regret later. In particular, do not engage with irate players, parents or coaches on any forum.
- When communications relate to club matters, club members should follow club policies, use sound judgement and common sense.

4. Images

4. i) Permission to take images

Permission is sought by Letterkenny Blaze Basketball Club to ensure that young people and parents/carers/guardians are aware of when and how their images may be used. Permission is obtained through completion of membership form at registration.

The Public Relations Officer (PRO) has permission to take photographs at events and matches in which Letterkenny Blaze Basketball Club is involved.

Parents who take photos or videos at games must be aware that any photos or videos taken should not be posted on social media.

Taking images using any type of equipment is banned in an area where people are changing or would normally expect their privacy to be recognised. Examples of such areas are:

- Changing rooms.
- Open changing areas such as 'villages'
- Individual changing/private cubicles provided for personal use.
- Toilets
- Bedrooms/Dormitories
- Medical/physio treatment rooms.

4. ii) Types of appropriate images

Only appropriate images of children and young people should be used, for example:

- Posed images such as during medal ceremonies, presentations or team shots where children and young people must be wearing t-shirt and shorts/tracksuits.
- Action shots of children or young people where the focus is on the participation in the sport, not the athlete.

4. iii) Use of images on social media

Letterkenny Blaze Basketball Club ensures the following safeguards are in place to protect children and young people:

- Personal details of a child or young person should not be included
- Captions should be in keeping with the sport represented
- The posting and any purpose should not breach the codes of conduct
- The type of image should not breach guidance in this policy

5. Use of mobile phones

Those who work with children and young people need to be aware of the opportunities for abuse through the misuse of mobile phones and text messaging. While good use of such media can be beneficial we must be vigilant and alert to the possibilities of misuse and consequent harm that can result to children and young people. Coaches and committee members must also take care to protect the children and young people in their care and themselves.

- Coaches of Letterkenny Blaze Basketball Club should only contact parents/guardians of players in the club via text message, social media messaging or phone call
- Table officials and referees officiating or representing Letterkenny Blaze Basketball Club should not have their phone in use while fulfilling their duties on/off court
- Coaches should never contact players directly using mobile phone (messaging or phone call)

- When teams are on overnight trips, mobile phones or electronic devices with cameras are not permitted in bedrooms
- Mobile phone and electronic device users in Letterkenny Blaze Basketball Club should respect the private lives of others and not take or distribute pictures of other people if it could invade their privacy

6. Infringements

A breach of this Media Usage Policy will be a breach of the applicable registered membership. Letterkenny Blaze Basketball Club reserves its right to take any appropriate measures with respect to infringements of this Policy, including issuing a “Take Down” notice, imposing other sanctions, and or taking legal action for damages.

7. Amendment/Interpretation

Letterkenny Blaze Basketball Club reserves the right to amend this Policy, as it deems appropriate. The most up-to-date version of this document and will be the live version on www.blazebasketball.ie.

(This policy is to be reviewed on an annual basis. Next Review Date – August 2020)