

# WELSH BOWLS UMPIRES ASSOCIATION

## SOCIAL MEDIA POLICY

### **Policy Overview & Purpose.**

Social media is changing the way we communicate.

This policy has been developed to inform our 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 Welsh Bowls Umpires Association (WBUA).

This policy contains WBUA's guidelines for WBUA Officers and Members to engage in social media use. It also includes details of breaches of this policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

### **Coverage**

This policy applies to all persons who are involved with the activities of WBUA, whether they are paid or unpaid/voluntary capacity and include:

- Members, including Life Members
- Persons appointed or elected to the Management Committee, Panel and Sub-Committees

### **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, X, LinkedIn)

- Video and photo sharing websites or apps (e.g. YouTube, Instagram, Flickr).
- Blogs & review sites.
- Live broadcasting apps & Podcasting.
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp etc)
- Public & private online forums and discussion boards.
- Any other online technologies that allow individual users to upload and share content.

**This policy is applicable when using social media as:**

1. An officially designated individual representing WBUA on social media; and
2. If you are posting content on social media in relation to WBUA that might affect WBUA 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 WBUA or its business, participants, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to WBUA may still be regulated by other policies, rules or regulations of WBUA.

**Using social media in an official capacity.**

You must be authorised by WBUA before engaging in social media as a representative of WBUA.

To become authorised to represent WBUA in an official capacity, you must be appointed by the Annual General Meeting or the Management Committee to act in this capacity and be fully conversant with this social media Policy.

As part of WBUA community you are an extension of the WBUA brand. As such, the boundaries between when you are representing yourself and

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

## **Guidelines**

You must adhere to the following guidelines when using social media related to WBUA or its business, participants, services, events, sponsors, 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 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 WBUA.

### **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 platform 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. WBUA 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 who 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. WBUA) and that anything you publish is your personal opinion and that you are not speaking officially (unless you are officially appointed by the WBUA). 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 Officer or member of WBUA you must ensure that your personal use of social media does not interfere with your commitments to WBUA.

### **Respect confidentiality and sensitivity**

When using social media, you must maintain the privacy of WBUA's confidential information. This includes information that is not publicly accessible, widely known or not expected to be shared outside of WBUA.

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

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 photo 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 WBUA's own copyrights and brands.

You should never quote or use more than short excerpt of someone else's work, and you should always attribute such work to the original author/source.

### **Discrimination, sexual harassment and bullying.**

The public in general, and WBUA's Officers 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 are also bound by WBUA's values and Anti-Discrimination, Harassment and Bullying Policies.

## **Avoiding controversial issues**

Within the scope of your authorisation by WBUA, if you see misrepresentations made about WBUA in the media, you may point that out to the relevant authority in the WBUA. 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 WBUA makes 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 WBUA 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 WBUA membership at risk.

## **Branding and intellectual property of WBUA**

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

You must not create either an official or unofficial WBUA's presence using the organisations Logo or name without prior approval from WBUA.

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

Where permission has been granted to create or administer an official social media presence for WBUA you must adhere to the WBUA policies and procedures.

## **Policy breaches.**

Breaches of this policy include but are not limited to:

- Using WBUA's name, badge, logo in a way that would result in a negative impact for the organisation and or its members.

- 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, which if said in person during the playing of the sport would result in a breach of the laws of the sport.
- Posting or sharing any content in breach of WBUA's anti-discrimination, racial discrimination, sexual harassment, safeguarding or other similar policy.
- Posting or sharing any content that is in breach of U.K. Law
- Posting or sharing material that brings, or risks bringing WBUA, 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 WBUA or any of its officers or members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the Secretary of WBUA.

### **Investigation**

Alleged breaches of this social media policy may be investigated according to WBUA's Complaints Procedure.

Where it is considered necessary WBUA may report a breach of this social media policy to the police.

### **Disciplinary process, consequences and appeals**

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the disciplinary procedures contained in the WBUA's Disciplinary & Complaints Procedures.

### **Appeals**

Any person who is sanctioned under a disciplinary process for breach of this policy will have a right of appeal under WBUA's Appeals Procedure.

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