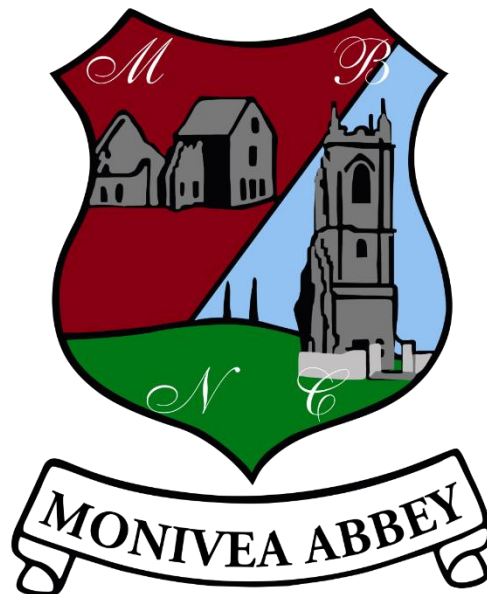


# CUMANN LUTHCHLEAS GAEL

## Social Media & Communications Policy

### Monivea Abbey GAA Football Club



## INTRODUCTION

Social media plays an ever increasing and important role in the organisation and promotion of our Games. It provides an engaging forum through which the club at Monivea Abbey can connect to our players and supporters.

This **Social Media Policy** has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of the standards expected by the GAA and other entities such as the Data Protection Commissioner. The policy aims to provide practical guidance to allow all parties to benefit from the use of social media and to have fun online, while minimising potential risks and protecting everyone involved. It also gives practical guidelines and advice for those in the club using social media channels. It is important to recognise that each person is individually responsible for what they post online.

Taking photographs of players, using web sites to publicise activities, contacting parents and guardians about training and games for underage teams the use of Facebook and other social media networks in addition to the videoing of events, games, training, and coaching sessions are normal daily activities within most clubs and none more so than in Monivea Abbey. This policy does not seek in any way to eliminate or curtail these activities but proposes certain safeguards to ensure that we minimise the risk or threats that inappropriate use of photographs or the recording of images may pose, particularly for young people.

## WHY USE SOCIAL MEDIA

When used correctly social media can:

- Promote our Club and encourage prospective members to join
- Publicize success stories and create a feel-good factor amongst club members
- Keep members up to date with the latest news, games and features
- Help to promote fundraising initiatives and operate them live on social media
- Hold meetings online when members are unable to attend
- Keep our audience informed during the off season when there are no competitions thus, maintain their interest in the club

## SOCIAL MEDIA PLATFORMS

Social media refers to a broad range of 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:

- Club websites
- Social networking sites (e.g., Facebook, Twitter, etc)
- Video and photo sharing websites or apps (e.g., YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g., Tumblr, WordPress, etc)
- Image sharing platforms (e.g., Instagram, Snapchat etc)
- Live broadcasting apps (e.g., Periscope, Meerkat, Facebook Live, etc)
- Podcasting (e.g., iTunes, Stitcher, Sound cloud, etc)
- Instant messaging (e.g., SMS, Skype, WhatsApp, Viber, etc)
- Any other online technologies that allow individual users to upload and share content.

## SETTING UP A SOCIAL MEDIA ACCOUNT & POSTING CONTENT ONLINE

Monivea Abbey Football club has three official social media accounts. These include Facebook, Instagram and Twitter. In line with Official GAA guidelines, Monivea Abbey does not operate pages on either Tik Tok or Snapchat. Links to our channels are below:

### Facebook

<https://www.facebook.com/profile.php?id=100091131018752>

### Instagram

<https://instagram.com/officialmoniveaabbey?igshid=NTc4MTlwNjQ2YQ==>

### Twitter

<https://twitter.com/moniveaabbey18?t=X4Ks87UfPu9ykxm2MM5H3g&s=09>

Regardless of the platform, there are some overarching guidelines that should be adhered to before setting up a social media account and posting content online.

- Personal details are not used to set up the organisations Social Media page. All account log in details should be kept safe and secure to avoid possible hacking
- When setting up an email address and/or Social Media page for your organisation (for example, a club website), it should be accessed by at least three administrators. These administrators should be responsible for up-loading content and monitoring posts on the site. If any of these administrators or any other person are behaving inappropriately their access should be removed immediately

- It is important to ensure everyone within your organisation is aware of who is administering your Social Media page(s)
- Each administrator should be familiar with the privacy and safety settings on their Social Media page to ensure it is for use by your organisation only
- No images or personal information of under 18's should be posted online without prior written consent from each parent / guardian.
- The content on your page should be accurate and up to date and any material that is no longer required should be removed
- Any inappropriate use, such as bullying, is strictly prohibited, and should be reported to the Children's Officer
- Our Code of Conduct requires us to treat each other with respect and not engage in actions that would bring the Club into disrepute. This includes how we conduct ourselves on and off the field, including social media
- All content should be relevant to the club, its games and teams and appropriate GAA news
- No negative or harmful comments/posts about other Clubs, players, and any controversial or potentially inflammatory comments
- Avoid hostile or harassing communications. Harassment is any offensive conduct based on a person's race, sex, gender identity, national origin, colour, disability, age sexual orientation, marital status, religion or any other status protected by law or common decency
- We must never post anything that would be out of line with the values of the Club or our sponsors
- Administrators of club official accounts must be aware that any content (photos and film) posted on social media passes on ownership of the material to the social media provider e.g., Facebook. Therefore, caution must be extended in passing on rights over club material (of value) to a third party.
- Administrators must make all best efforts to ensure privacy of players etc. especially when injuries etc. occur. Videos/photos of injuries should not appear on official sites without express consent of the individual.
- Administrators must ensure that the Club value of Respect is adhered to at all times and that this specifically applies to match officials and opposing teams
- Any content shared from online environments will link and/or credit the original source of the content.
- The Club Committee reserves the right to update this policy.

All members are subject to the GAA Code of Conduct when online, even when they are not acting on behalf of the GAA. You are responsible for your actions but remember that those actions may have consequences for the GAA or Club.

The GAA Social Media Policy and Guidelines may be accessed at

<https://www.gaa.ie/api/pdfs/image/upload/skixfguu6n6lj6kx7fl2.pdf>

The GAA expects the following standards to be adhered to by its members when posting material online

- Do not post or share material, which is violent, sexually explicit, obscene, hateful, or defamatory
- Do not post or share inappropriate behaviour relating to underage players
- Do not suggest or encourage illegal activity
- Do not engage in trolling, bullying, or abusive activity
- Do not disclose confidential information in respect of the GAA

If you become aware of any member or official breaching any of the above social media guidelines, please contact your Club or County PRO. The inappropriate use of social media by either an official or a member will be treated with the utmost gravity by the Club and may result in disciplinary actions.

## COMMUNICATING WITH UNDERAGE PLAYERS & TEAMS

Coaches and mentors should never place themselves in a compromising position by texting or communicating via social media sites with underage players. All such communications regarding GAA activities should be sent via the parents or guardians of the underage player. In general, the following should apply when communicating with underage players:

- Use mobile phones, if deemed appropriate, only via a group text or email system for communicating with the parents/guardians of players
- Do not communicate individually by text/email sites with underage players. If a parent may ask you to do so, explain that this is not permitted
- Do not engage in communications with underage players via social network sites (Facebook messenger, Instagram etc)
- For sending group messages, ensure that only the parent/guardian phone number is used, and never that of the underage player



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