



## **Social Media Policy**



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1.0	12/10/2017	Initial document



## Listening and Communicating

We reserve the right to review, revise, amend or replace the content of this policy to reflect the changing needs of the organisation and / or to comply with new legislation. Our policies apply to all BPTT members unless expressly stated otherwise.

### Summary

At British Para Table Tennis (BPTT) we recognise that our members may use social media in a personal capacity and that this is a part of daily life in today's world. Many members enjoy connecting with each other through websites such as Facebook, Twitter, Instagram, YouTube and LinkedIn.

When using social media sites, members are required to follow the principles outlined below and protect our brand, be smart, be respectful and be confidential. We do not expect members to use social media to publicly post, comment or upload inappropriate content relating to British Para Table Tennis, its members, partners, suppliers or visitors.

Some use of social media can pose risks to the company's confidential information, its reputation, and can jeopardise our compliance with the law. This policy explains how members can use social media appropriately and safely.

### Key points

Social media allows people to communicate instantly with each other and to share information in a public forum.

Social media channels are websites which can be seen publicly by one or more people. It includes blogs, online networks, and similar internet based tools for sharing and discussing information.

This policy applies to all members using the internet in or outside of work for business and personal use. We monitor member use of our IT resources and communications systems to ensure that our rules are being complied with.

Disciplinary action may be taken regardless of whether or not the breach is committed during working hours, and regardless of whether BPTT's equipment or facilities are used for the purpose of committing the breach. We would usually consider it to be an act of gross misconduct warranting summary dismissal when a member posts or uploads (either in or out of work) serious, discriminatory or criminal comments or images on the internet, or any social media networks that offends our values, brings BPTT's name into disrepute or is considered unacceptable to other members.

Members may be required to remove internet postings which are deemed to constitute a breach of this, or any other of our policies including our Code of Conduct. Failure to comply with such a request may in itself result in disciplinary action.

### Authorised access

Only authorised personnel will be permitted access to post on social channels on behalf of BPTT. Authorisation must be sought direct from the Performance Operations Manager prior to providing any individual with admin / editor rights or access to passwords. Anyone given access without authorisation will be blocked automatically from accessing any group social channels.

Anyone with admin / editor rights or access to passwords for BPTT's social channels must not abuse these rights and ensure BPTT is always reflected in a positive manner, without bias.

Any personal data acquired through social channels remain the property of BPTT and members are not permitted to access for personal use or gain or use in another company. Any attempt to access this personal data and / or the company's email database for personal use will be deemed as gross misconduct and as such may lead to disciplinary action and / or dismissal.

### Protect our brand

To protect BPTT and its brand, any use of social media must not undermine the goodwill, reputation, development and / or operation of:



- BPTT
- our venues
- our services
- our people
- our members, suppliers or business partners

BPTT uses social media to highlight activity and forthcoming competitions / tournaments, drive member and brand engagement and allow members and non- members to discuss issues, ask questions and share ideas. Members are welcome to join in these discussions. However, they are not appropriate forums to raise any work- related issues which should be raised through internal channels available.

Members who observe a negative comment posted by any individual about any of our venues or activity should not respond unless they have authorisation.

### **Be smart**

Members must be aware that their online presence, including their actions captured through images, videos, posts, uploads or comments can reflect on BPTT's reputation.

Online postings and conversations may not be private. Members must be aware that what they post may be in place for a long time, and could be shared by others, including partners, suppliers, members, friends and co-workers.

Members should assume any online content that associates them with BPTT or can be seen by any company colleagues, partners or third parties, has taken place within the workplace. For example, publicly commenting on a member or a colleague in a derogatory manner.

### **Be respectful**

When BPTT's brand is identified or there is any mention of BPTT's brand, directly or indirectly, we expect members to be respectful. Members should not:

- behave in a way that breaches our Equality and Diversity or Bullying and Harassment policies or Code of Conduct (where this applies).
- download, forward and / or post offensive or inappropriate pictures or comments. – post any information which may breach our policies and procedures.
- post anything that our members, business partners, shareholders, suppliers, vendors or other stakeholders would find offensive, including discriminatory comments, insults or obscenity.

### **Be confidential**

BPTT takes the protection of corporate, personal and sensitive information seriously. Members must:

- not identify members or suppliers by name.
- not comment on or disclose confidential BPTT information such as financial information, future launches or activity without prior permission of a Senior Manager / Director.
- post or upload commercially sensitive information.
- respect copyright and trademark laws including logos.

When using social media, BPTT is committed to maintaining its values and brand image. We expect the same commitment from our members.



## Social Media Guidelines

The following are some examples of things to remember when using social media – whether it's in your own time on a private device or at the workplace. They contain recommendations, best practice, helpful tips and practical advice.

DO	DON'T
Remember that you are personally responsible for everything you say online.	Upload anything that could show BPTT in a negative light.
Avoid posting offensive or discriminatory information about members.	Post anything that could damage our reputation or an individual's reputation.
Remember not to discuss anything confidential.	Access, download or forward inappropriate or offensive material
Make sure anything you say online could not be viewed as bullying, offensive or harassment.	Talk about our partners or our suppliers unless you have had prior agreement.
Get permission before using any image or video which features BPTT's fellow colleagues, GB Para Table Tennis team uniform or property.	Give your opinion about something on behalf of BPTT unless you are authorised to do so.
	Use our logo or any Company images in a personal capacity.

**In short: Be responsible, and when in doubt, ask. If you're still not sure, don't do it!**