



SOCIAL MEDIA POLICY

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Many of us now use social media regularly in our everyday lives; communicating with friends and family, organising events, promoting business, consuming news, creating fun and interesting content, and much, much more.

Before the sudden and steep increase in uptake of web and social media technologies, communication was predominantly delivered via the traditional press and media outlets; newspapers, magazines, TV and radio. Now, information can be delivered instantly online and via social media, which has also allowed us to get up close and interact with athletes, coaches, managers, teams, clubs and governing bodies like never before.

With a number of lacrosse players, coaches, officials, volunteers and clubs in Scotland using social media to talk about the sport and promote activities, there is a need to provide some advice and guidance to ensure we all get the best value from its potential and the opportunities available while acting as ambassadors for Lacrosse Scotland online, whilst also adhering to procedures to maintain the integrity of our brand.

This guidance relates to all representatives of Lacrosse Scotland, including but not limited to employees, coaches, players, contractors and family members.

WHY USE SOCIAL MEDIA?

Success in the use of social media involves providing engaging content, building relationships with people and communities, conversing with people and sharing insights, offering value, and providing news and updates of interest to our communities.

The question 'why use social media?' is important; if the answer to this question is to help promote the sport you love, raise its profile and engage with various lacrosse enthusiasts, then listed below are just some ideas of how social media could help:

- Promote club activities and events e.g. open days, taster sessions, training times, matches, competitions, and social occasions.
- Provide club news and updates e.g. match reports, team news, successes/achievements, and events
- Communicate with the media to raise awareness and build profile e.g. provide interviews with players, coaches and club members
- Attract and secure new sponsors or sources of funding to clubs, players or coaches by raising the profile of these partnerships
- Communicate with club members and other lacrosse clubs
- Post photos and video content from matches and club events
- Provide online coaching & officiating news and advice
- Build a following for the team during the season or for a particular event
- Provide insight into the lives of lacrosse players, coaches, officials, volunteers

THE CHALLENGES OF SOCIAL MEDIA

There are as many challenges and potential pitfalls of using social media as there are opportunities. For example, when you post content on the Internet, it can be shared rapidly. This can be very damaging if the content is viewed negatively. You may also think that a post, tweet, video and photo may be visible to limited number of selected people, but often the content on social media that people believe to be visible to only a limited number of selected 'followers' still ends up in other public domains.

There have been a number of high profile examples where social media has been misused, including posting content or comments that are considered inappropriate, inflammatory, abusive, indecent or offensive; publishing or posting confidential information; posting content or comments that bring the 'game into disrepute'.

GUIDANCE FOR YOUR SOCIAL MEDIA COMMUNICATIONS

In light of the opportunities, and the potential pitfalls, of social media, it is worth considering a list of 'do's and don'ts'.

Dos

- Be authentic, natural, personable and insightful.
- Show your personality and discuss your interests on and off the pitch. People will engage with you when you have something interesting to say or they share a common interest and connection with you.
- Use tasteful humour when appropriate.
- Do engage with other players, fans and individuals. They are interested in you.
- Do pause and think about what you are saying. Engage your brain before you type and think about the impact of what you say.
- Do be careful, respectful and positive. You are personally responsible for what you post. If in doubt, don't post it.
- Do think about your image – 'what do I want people to think about me or my club?'
- Do consider who you are interacting with - you will likely come into contact online with under 18s. Familiarise yourself with safeguarding regulations in relation to engaging with under 18s.
- Do respect confidentiality within the team e.g. tactics, squad information, announcements, coaching advice, training sessions.
- Do respect the privacy of your teammates and wider Lacrosse Scotland affiliates by refraining from sharing sensitive or private information.
- Be smart about protecting yourself, your privacy, and confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully.
- Be aware of imposters.

Don'ts

- Don't post content that discriminates against individuals or groups on the basis of age, disability, gender reassignment, marriage & civil partnership, pregnancy & maternity, race, religion or belief, sex, sexual orientation.
- Don't talk about tactics, specialist set plays, technical nutrition, team selection or anything that might give away confidentialities. These are competitive advantages.
- Don't speak "on behalf of Lacrosse Scotland" unless authorised to do so.
- Don't be a keyboard warrior - don't write anything on social media channels that you wouldn't feel comfortable seeing in a newspaper or hearing on TV. Everything you write is treated as a direct quote i.e. 'Don't tweet what you wouldn't say to your mum/gran' or 'Think before you tweet' or 'Would I say this to a journalist?'

- Don't speak negatively about team mates, competitors, officials or governing bodies. Never use slurs, personal insults or obscenity. Be professional and respectful.
- Don't 'drink and dial'! If you are socialising and have access to your social media accounts on your smartphone or a PC/laptop, it is advisable to step away from the keyboard! Be very careful what you say, do and post because once it's on a social media channel, it can go viral very quickly.
- Don't engage in on-line disputes and don't allow family or friends to argue on your behalf.
- Don't post pictures or statements that are not in keeping with the conduct and ethics of our sport or could portray our sport in a negative way e.g. make it look unsafe.

Ultimately, the most practical advice is 'be sensible about what you post'.

SUPPORT

If you would like to seek clarification or guidance on what is appropriate to post online, please contact comms@lacrossescotland.com.

MONITORING AND NON-COMPLIANCE

Please be aware that Lacrosse Scotland reserves the right to monitor social media posts referring to Larosse Scotland to ensure compliance with these guidelines and remove (or ask you to remove) posts that are felt to be potentially "off brand". Any reports of violations will be investigated and appropriate action will be taken. Minor infringements will be dealt with informally; however, repeat or extremely inappropriate posts may be considered in line with our disciplinary procedures.

ACKNOWLEDGEMENT

By using social media platforms in connection with Lacrosse Scotland you agree to abide by this policy and acknowledge your understanding of its guidelines.