



Racquetball Ireland Social Media Policy

Racquetball Ireland encourages all members participating in racquetball to engage in Social Media where possible to help to promote the game and improve communications. Racquetball Ireland is also keen to encourage new initiatives within Social Media and will try to support members to develop new ways of connecting with the wider public when possible.

While Racquetball Ireland would be hopeful that all members would engage with Social Media in a positive and constructive manner. Racquetball Ireland does however, reserve the right to remove any material it deems inappropriate from its own social media pages.

Below are some helpful and practical guidelines to implement Social Media in a positive and affective manner.

Protect Information

Social Media encourages you to share information and connect with people. When you use Social Media, you should try and build relationships, but you should also be aware not to share confidential information or any personally identifiable information. Protecting privacy and personal information is essential because if you mistakenly post confidential information on a Social Media platform, it will be hard to take down that information completely. Such information can be shared, captured or copied which places it in the hands of other people which may make it impossible to delete.

Be Transparent and Disclose

When you talk about Racquetball Ireland on Social Media, you should disclose that you a member of a committee, council or board. Your own contacts may know your relationship with Racquetball Ireland, but their network of friends and colleagues may not and you don't want to accidentally mislead someone.

Follow the Law, Follow the Code of Conduct

Social Media lets you communicate incredibly fast and have your message go viral in seconds. This makes it difficult to fix an inaccurate message once you've shared it. The best thing to do is double check all content before you share it, both for accuracy and to make sure to portray the message you are trying to communicate. One of Racquetball Ireland's core values is integrity, and that applies to Social Media as well. We wish for all Racquetball Ireland members to hold high ethical standards and that applies to Social Media also.

Be Responsible

Make sure you're engaging in Social Media conversations the right way. Don't speak on behalf of Racquetball Ireland if you aren't giving an official Racquetball Ireland response to an inquiry or query, and be sure your audience knows the difference. If you see something being shared related to Racquetball Ireland on a Social Media platform that shouldn't be happening, immediately inform the media contact in Racquetball Ireland. Also, always remember that



anything posted in Social Media can go viral, no matter what your privacy settings may be, so be sure you're only posting content you would feel comfortable showing up online.

Be Nice, Have Fun and Connect

Social Media is a place to have conversations and build connections, whether you're doing it for Racquetball Ireland or for yourself. The connections you'll make on Social Media will be much more rewarding if you remember to have conversations rather than push agendas. Social Media is another tool you can use to build the Racquetball Ireland brand, just be sure you do it the right way.

Social Media Account Ownership

This section isn't a Social Media principle, but it's still important enough to be in this policy. If you participate in Social Media activities as part of your role in Racquetball Ireland, that account may be considered Racquetball Ireland property. If that account is Racquetball Ireland property, you don't get to take it with you if you leave the company — meaning you will not try to change the password or the account name or create a similar sounding account or have any ownership of the contacts and connections you have gained through the account. This doesn't apply to personal accounts that you may access, but would certainly apply to all Racquetball Ireland branded accounts created as part of your role.

Racquetball Brand

Racquetball Ireland is a brand that can be marketed to the public through social media. If you have a role in posting on Racquetball Ireland social media platforms certain responsibilities come with your role. All posts must be specific to the racquetball brand. Posts that have no connection with racquetball should not be posted. Under no circumstances should products from companies outside of racquetball be promoted on Racquetball Ireland's social media platforms unless prior permission has been granted by the Executive Committee of Racquetball Ireland. Sponsors of tournaments, teams and players may be promoted on Racquetball Ireland social media platforms as well as sharing of information from racquetball specific companies.