



Irish Tenpin Bowling Association

SOCIAL MEDIA POLICY

1 Purpose:

This policy has been developed to inform the tenpin bowling community about using social media so they can positively communicate, engage and promote the sport via social media, whilst being mindful of their responsibilities and obligations.

Social media offers the opportunity for people to interact in online communities of republished interest and create, republish or consume content. As a member based organisation, the Irish Tenpin Bowling Association (ITBA) recognises the benefits of social media as an important tool of engagement and communication for our members.

The ITBA, its sanctioned bowling centres, leagues, members and other stakeholders are integral to the delivery, growth and development of the sport and it is important that the reputation of the sport, the ITBA and all its stakeholders are not negatively affected by any individual/s using social media inappropriately.

When someone identifies their association with the ITBA, and/or discusses their involvement with the sport on social media, they are expected to act and express themselves appropriately and in the ways that are consistent with the ITBA's stated values and policies.

The intent of this policy is to understand who is bound by this policy, outline some guiding principles to follow when using social media to ensure positive use of such platforms as well identifying breaches or potential breaches of this policy and subsequent actions from the ITBA.

2 Scope & Application of this Policy:

- 2.1 The ITBA's social media policy covers posting or republishing content on social media or digital platforms that has or will negatively affect those involved with the activities of the ITBA as well as anything that may negatively affect the ITBA as an organisation and/or the reputation of the sport.
- 2.2 This social media policy must be adhered to when using social media where it relates to tenpin bowling, its business, tournaments, championships, events, teams, participants, services, partners, members and any other area which directly relates to the sport.
- 2.3 This policy does not apply to the personal use of social media platforms by the bowling community that make no reference to tenpin bowling or its related areas as identified in section 2.2.
- 2.4 Any penalty imposed upon a person under this policy must be recognised and respected by the ITBA and leagues.
- 2.5 This policy covers all forms of social media. Social media includes, but is not limited to websites and applications that enable users to create and republish content or to participate in social networking, which includes the following:



- a) Social networking sites such as Facebook, Twitter, Instagram, Snapchat, LinkedIn, Google+, Tumblr and Pinterest;
- b) Video or photo sharing sites including Flickr, YouTube, Vine and Vimeo;
- c) Live broadcast apps including periscope, Meerkat, Facebook Live
- d) Podcasting applications including Stitcher and Sound Cloud
- e) Blogs and micro-blogging platforms including Tumblr and Blogger
- f) Instant messaging such as WhatsApp, Facebook Messenger and Viber
- g) Leaving product or service reviews on retailer sites or customer review sites;
- h) Taking part in online votes and polls;
- i) Taking part in conversations on public and private web forums which include websites such as Total Bowling;
- j) Editing a Wikipedia page or similar; or
- k) Any other technologies that allow individual users to upload and republish content.

3 Guiding Principles & Conditions of Use:

- 3.1 Due to the unique nature of tenpin bowling, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that each member of the bowling community makes a clear distinction between what they do, think or say in their capacity as a member of the bowling community. The ITBA considers all members of the bowling community are its representatives and ambassadors for the sport.
- 3.2 When persons bound by this policy choose to go public with any comments or material in any way (i.e posting and sharing) on social media, they are solely responsible for such comments and materials.
- 3.3 Individuals should be aware that they can be held personally liable for any comments and material that may be deemed to be defamatory, obscene or proprietary. In essence, persons bound by this policy post comments and materials at their own risk.
- 3.4 Further, persons bound by this policy should at all times make it clear that any comments and materials are made in their individual capacity and that they do not represent the ITBA, its sponsors or any other third party.
- 3.5 When using social media persons bound by this policy must not:
 - a) Post, republish or include links to any material that contains material that could potentially be illegal, offensive (including language), defamatory, obscene, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist, insulting, or otherwise inappropriate in nature;
 - b) Post or republish any content online that they would not be happy for anyone to see, even if they feel confident that an individual would never see it. When using social media there is potential for content to become publicly available through a variety of means, even if it was intended to be shared privately;
 - c) Question the integrity of the ITBA, its officials, stakeholders;



- d) Post or share material which incites negative acts towards the ITBA, its officials, stakeholders or the sport in general;
- e) Republish or post anything that is dishonest, untrue, misleading, factually incorrect or misrepresenting the ITBA. If you are unsure, check the source and the facts before uploading or posting anything. If in doubt refrain from sharing or posting this information;
- f) Post or republish anonymously, using pseudonyms or false screen names;
- g) Post or republish any information or photos of a sensitive nature. This could include accidents, incidents, or controversial behaviour;
- h) Use social media platforms as a forum for disputes or grievances where activities are connected to the sport or retaliate in any way to content that is posted, sent or republished directly relating to the person or their activities in the sport in a way that would breach this policy;
- i) Post any information without the relevant permission being granted;
- j) Post or republish information when you have been asked not to or consent has not been sought and given;
- k) Imply that you are authorised to speak on behalf of the association unless you have been given official authorisation to do so;
- l) Use the ITBA brand to endorse or promote any product, opinion, cause or political candidate and it must be abundantly clear to all readers that any opinion shared are those of the individual and do not represent or reflect the views of the ITBA.

3.6 When using social media persons bound by this policy must:

- a) Look to promote the sport and its activities in a positive manner;
- b) Assume that all information posted online can be traced back to individuals when posted or shared on social media;
- c) Respect confidentiality and sensitivity and maintain the privacy of confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of the organisation;
- d) Seek permission on the use or publication of information that is directly related to an individual such as an image. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory;
- e) Seek advice from others including the ITBA before posting any content if you are unsure if the content you are going to post or republish is appropriate. Or alternatively refrain from sharing the content if you are unsure;
- f) Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have;
- g) Contain material which is in breach of laws, court orders including the privacy act and copyright laws;



- h) Remember that as a member of the bowling community you are bound by the sports values and Code of Conduct as well as AntiDiscrimination, Harassment, and Cyber Bullying as defined under the ITBA Constitution, Governance and Code of Ethics for Children In Sport;
- i) Keep in mind that a failure to abide by this policy could result in the suspension of membership or jeopardise the person's position on any committee within the sport or jeopardise the person's selection in any team or have potential legal implications;
- j) Follow the terms and conditions for any third-party sites in which you participate;
- k) Report any breaches or potential breaches of this policy to the ITBA and refrain from retaliating or communicating with individual/s who may have breached this policy.

4 Branding and Intellectual Property:

- 4.1 When using social media all members must respect the branding and intellectual property of the ITBA and other members and follow the guidelines in place to ensure that the sport's intellectual property or its relationships with sponsors, stakeholders and others is not compromised.
- 4.2 It is important that any branding or intellectual property belonging to the ITBA are not used in personal social media applications, except where such use can be considered incidental. Such brandings or intellectual property may include:
 - a) Bowling Centre, Stakeholder, Sponsor, The Irish Tenpin Bowling Association and Irish Tenpin Bowling Association logos;
 - b) Slogans;
 - c) Images depicting Tenpin Bowling volunteers, centre staff and/or equipment, except with the permission of those individuals.
- 4.3 When creating a new website, social media page, blog or forum, care should be taken to ensure the appropriate person at the registered bowling centre, association or league has given permission to create the page or forum.
- 4.4 Similarly, appropriate permissions must be obtained for the use of logos or images.
- 4.5 Some hosted sites may sell the right to advertise on their sites through "pop up" content which may be of a questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of "pop up" content cannot be controlled.

5 Breach of Policy

- 5.1 While the ITBA appreciates the value of social media especially with communicating, engaging and promoting the sport in a positive way, the ITBA also understands that from time to time this policy may be breached or in risk of being breached.
- 5.2 In circumstances of a breach or suspected breach of this policy, the ITBA may investigate and apply measures including but not limited to:
 - a) Removing posts from its own social media pages posted by an individual/s that it considers to be in breach of this policy;



- b) Issuing an immediate take down notice to the individual/s who have posted or republished material on social media which has breached this policy, which may also include instructions to cease posting, communicating or republishing material regarding the issue;
- c) Either making a necessary public comment such as a correction, clarification, contradiction or apology in regard to a breach from the ITBA or from the individual/s responsible for the breach;
- d) Following a breach of this policy disciplinary action from the ITBA may be applied. A breach of this policy may also amount to breaches of other ITBA policies. Solely at the discretion of the ITBA, this action may involve a verbal warning or written warning or in some cases suspension or cancellation of membership, removal from representative teams or removal from any committee or board or any other action deemed appropriate;
- e) Report a breach of any law to the appropriate official authority or wronged party;
- f) Exercise any of the ITBA's available rights at law.

6 Reporting A Breach of This Policy

- 6.1 The ITBA monitor online activity in relation to the organisations and its members. Detected breaches of this policy should be reported to the ITBA Secretary.