WSRB – Social Media Guidelines

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1. Introduction

1.1   What do we mean by social media?

Allowing people to connect with each other is a fundamental part of internet activity. It is estimated that two thirds of the world's population presently visit social media websites.

We use *social media* to refer to any means of communicating via the internet outside of email.

1.2   WSRB social media objectives

We aim to develop a culture where:
- staff and members are as comfortable using social media as they are using a telephone or email system;
- there is a network of people involved with Squashinspired by WSRB social media activity;
- we deliver inspiring content, with both a sense of humour and a sense of compassion.

All planned social media activity should be tested against these aims.

1.3   Guiding principles

- **Remember what it says in your contract** – do not bring WSRB into disrepute;
- **Be sensible** – if you think your post sounds foolish, it probably is;
- **Be interesting** – social media is an opt-in activity; supporters won't stick around if they're bored;
- **Be human** – you are not an official spokesperson or making a speech. Other people are interested in you because you're like them. So it's OK to talk and act like a human being;
- **Be transparent** – when it is relevant to a discussion, mention that you work for WSRB from the outset
- **Your mother can read it all** – if you wouldn't say it in front of her, then don't say it online;
- **"Google has a long memory"** – if it was ever visible to another person, then subsequently hiding or deleting it will make no

difference. The only way to keep something private is to not post it in the first place;
- **When in doubt** – ask.

Social media is a business-as-usual activity therefore, all social media work must be sustainable.

Anticipate people's needs, direct them to the information that will help them and think about how this interaction will continue to build trust and therefore deepen the relationship with the individual and with WSRB.

2. Getting started

2.1   Who needs to use social media?

We'd love all staff to use social media to promote WSRB, whether as an agreed part of their role or outside of work. However, any outward-facing staff need to give particular attention to it since they already have an audience wishing to communicate with them. This group includes:
- General manager
- Events officer
- Development Officers
- HPC's
- Referee coordinator
- Business administration Officer

2.2   Channels

Which social media channels do we focus on?

- **Facebook** – WSRB has one account for all its Facebook activity.

- **Twitter** – WSRB has one main account, but individual staff may also reference WSRB in their own personal accounts. Personal Accounts should not reference WSRB in the title but should mention that the individual works for WSRB

- **YouTube** – At present we use this for video hosting only and do not support any communities within that site. This means that videos will need to be promoted on other platforms (Twitter, Facebook etc) in order to reach their intended audiences.

2.3 New channels

The General Manager is responsible for evaluating any viable channel as it emerges and developing guidelines for using it safely. If you know of a channel you would like to use in your work, please raise it at a team meeting. The use of linked in, Instagram and snap chat have been considered for future development.

2.4 Types of accounts

Broadly speaking, social media activity and accounts will fall into one of the following categories:

- **Private** – You only use it for non-work information and rarely, if ever, mention WSRB. If your account does not identify you as a member of staff of WSRB, that is perfectly fine. However, please remember you have a responsibility not to bring WSRB into disrepute, so you should still be aware of these guidelines for your own security online. Just because you do not mention that you work for WSRB does not mean that online search engines will not associate you with the organisation.

- **Personal but also used for work** – You use the account mostly privately but sometimes connect with colleagues through it and also include work-related information. You state where you work (and use a disclaimer), or it is clear where you work from the content you post.

- **Mostly work (branded)** – You set up the account specifically for work-related activity, your profile clearly states where you

work but you have a disclaimer in your profile pointing out that your views are your own and do not reflect those of your employer. Content generation is the responsibility of one individual.

Whilst necessary, remember that a disclaimer will not protect you or WSRB in terms of public opinion. Your words and behaviour can still damage WSRB' reputation if you behave inappropriately.

Bear in mind that your use of social media may develop over time and therefore you should review your activity periodically to see if it has fallen into a different category.

If you leave WSRB, please ensure that your profile information is updated accordingly. Also, if you have admin access or passwords for the WSRB account, please notify the General Manager.

3. Content

Please note that the guidelines around content apply to users with accounts that are personal but also used for work and mostly work (branded). However, because of the way content is shared on social media, those with private accounts should also be aware of these guidelines.

3.1   Privacy and security

Your privacy and personal information are only as safe as the people who have access to it. You may have set your Twitter feed to private and set your Facebook status update to "close friends only" but there is nothing to stop your friends copying your private comments and reposting them in public. Think twice before posting. You may find certain comments very amusing, but out of context they can damage your personal reputation as well as WSRB'.

3.2   Useful content

You should decide in advance what sort of content you will be posting and ensure the rest of the team understands what type of information you will need from them to use in posts.

Content should be relevant to your audience and have a logical connection to WSRB interests. Safe-for-work jokes are acceptable as well as joining in with memes and light-hearted conversations on Twitter. But this type of content should not outweigh the Squashcontent.

3.3   Unacceptable content

For your own safety as well as WSRB', do not discuss, confess to or advocate any illegal activity, eg. speeding, drug-taking etc. Please also be careful with photos/comments about smoking, drinking etc. even when away from work.

Additionally, do not repeat office gossip, unpublished research results, confidential information, details of WSRB' partners, post disparaging comments about members.

4. Conduct

All of WSRB' policies apply online as well as offline, but those regarding discrimination, equal opportunities, anti-bribery, conflict of interest, bullying and harassment are particularly relevant.

4.1 Standards of behaviour

WSRB employees have a responsibility to ensure their behaviour (at work or outside) and their appearance at work do not reflect negatively on the organisation.

This requirement applies both online as well as offline. If you think your action will bring WSRB into disrepute, then do not do it. If you believe there is any risk associated with your actions, discuss it with the general manager.

4.2 Disclosure/Transparency – Disclaimers

If you get involved in any online conversation where you are talking about WSRB or simply using knowledge you have gained from work, then you must disclose where you work from the outset. Internet anonymity is a myth and if it later becomes apparent that you have withheld information it will reflect badly on you and on the organisation.

The easiest way to do this is to include a note in your profile when you sign up to a service, identifying you as WSRB staff. However, you must also make it clear you do not speak for WSRB and are providing information only as an informed individual.

Suitable wording for this would be something like *"Opinions expressed are my own."*

4.3   Endorsements

Please check with the General Manager before providing any endorsements for WSRB contractors or suppliers.

4.4   Answering enquiries

If you know the answer to a question (and ideally can support it with a relevant link to the website) then it is ok to reply. Enquiries should be answered as quickly as possible, even if your response is only to acknowledge the enquiry and promise to reply within a specified timeframe.

Do not be afraid to admit that you do not know the answer to a question. In such cases either find out what the answer is and go back to the enquirer or find out who knows the answer and direct the enquiry to them.

4.5   Official statements

Please avoid making definitive statements about WSRB policy. If approached with an enquiry asking for your opinion on a topic, escalate it to the General manager or make it clear that you are expressing your own opinion and not that of your employer. Putting that statement up front in your profile is a good way to avoid any misunderstanding.

4.6   Confidentiality

Everyone has their own boundaries regarding information they are happy to share with others. If you need to share **any** information about another person you must have their permission to do so. This includes their contact information.

Similarly, you should check before giving out any information about corporate partners, suppliers, contracts or research results (there may be certain confidentiality restrictions in place). When in doubt, check.

4.7   Complaints and negative comments

Negative comments about or directed to WSRB online should be handled in the same way as complaints submitted via offline channels. They should be acknowledged politely and escalated through the complaints procedure. Do not delete posts on Facebook walls or blog comments unless they are abusive or contravene some other service rule (eg. contain threats, spam/advertising, hate speech or advocate something illegal). In most cases, eg. on Facebook, it is possible to *Hide* these comments instead.

Some people (known online as "trolls") may post abusive messages for the sole purpose of getting attention. Unless the individual has posted something that could be treated as a complaint, resist the temptation to respond to them. If they are harassing you or being abusive, then report them to the administrators of the service you are using. They will deal with the problem for you.

4.8   When can posts be hidden/removed?

4.8.1 General note – Whenever possible, do not delete something posted by a member of the public on Facebook. It is possible to hide a post without removing it. If you must delete something, make sure you get a copy of what was posted (as a screengrab) before you delete it. A record of the content may be needed if the person subsequently complains about the removal.

4.8.2 Misinformation being widely broadcast (eg. Someone with a personal agenda) – escalate to the General Manager immediately.

4.8.3 Errors – If you've posted something factually inaccurate, it's ok to remove it but make sure you acknowledge the error/apologise. Then post the right information.

4.8.4 Inappropriate comments on Facebook pages (ie. abusive, advertising, obscene, libellous etc). These can either be hidden or reported to Facebook as in violation of their own T&Cs which can be found on www.facebook.com/legal/terms.

4.8.5 Accidental tweets (ie. where staff with access to the WSRB account inadvertently use it to post a message intended for their own account). Remove it, and if necessary acknowledge a human error was made and apologise.

4.8.6 Inappropriate comments made by staff on Twitter or Facebook – Escalate to the General Manager. Bear in mind that all staff have a contract with WSRB that specifies they should not behave in a way that might bring the organisation into disrepute.

4.9 Spam/harassment

Spam is generally defined as the repeated posting of a single message (or a few very similar ones).

Some people do this on Twitter to reach large numbers of celebrities. Do not copy them. At best your messages will be ignored. At worst they will reflect badly and may get your account blocked/muted by other users.

Similarly, do not follow/subscribe to large numbers of people in the hope that some will follow you back or let you contact them. This will also mark you out as a spammer.

4.10 Crisis management – Escalation process

There is no exact rule we can apply regarding when it is appropriate to handle a problem yourself or when you should escalate it to the General Manager. However, it is safest to err on the side of caution. If you have any doubts or questions about a situation developing online, consult the general Manager as soon as possible and definitely **before** posting any reply.

5. Legal issues

The general rule is that any laws, policies or guidance will apply online as well as offline. Don't say things you shouldn't about people, don't give out private or confidential information, and don't use content you don't own without having the owner's permission to use.

5.1 Intellectual property and copyright material

Publishing content online is no different to print or media publishing. Most content comes with copyright restrictions. If you use music, video or images to illustrate original content must get copyright clearance beforehand. If we don't own it then we need permission to use it. Facebook posts that automatically include images from linked web pages are ok. However, you need to know who owns any other material and you must have their permission (ideally in writing) before you use it.

5.2 Use and overuse of channels

During working hours your use of social media should be related to your work and professional objectives. However, if you run a single account for personal and professional contacts it can be hard to draw clear lines between the two.

Work with the general Manager to define objectives for your social media work. Make sure you both understand what time commitments will be necessary for this and review your work and its effectiveness regularly in the context of your overall responsibilities.

If you are posting to the WSRB official page or account you must establish with your line manager how often you will be updating the page and how long you should allow for answering enquiries. Ideally you should update your page daily and allow time throughout the day to check for enquiries and feedback.