

GUERNSEY DARTS



ASSOCIATION  
(2010)

Social Media Policy

First Edition – 26<sup>th</sup> June 2020

# Social Media Policy

## 1 INTRODUCTION TO AND PURPOSE OF

It is to be expected that members of the Guernsey Darts Association (2010) will uphold at all times, the ethos of the Guernsey Darts Association (2010) in all interactions when using social media platforms. Members of the Guernsey Darts Association (2010) will not act in such a manner or way that the positive image and good standing of the Association is brought into disrepute as a direct result of their actions nor in a manner or way that harms both the immediate and wider darting (and sporting) communities.

With the use of social media becoming ever more widespread generally, it is a prominent and effective tool of communication for the Guernsey Darts Association (2010) in order to promote upcoming events and inform members, partners and sponsors of the latest news and updates, and has proven to be a key way to ensure that members, partners and sponsors are fully engaged. Social media also allows us all to express our opinions.

Therefore, it is very important for the Guernsey Darts Association (2010) to have a Social Media Policy in order to demonstrate how we are represented and can take the necessary action should the situation ever arise where a breach of the Social Media Policy had occurred. As a consequence, we are taking this opportunity to kindly remind our members, partners and sponsors of the importance of ensuring that all of the social media networking streams which are available to us should be used thoughtfully, respectfully and responsibly at all times.

## 2 DEFINING SOCIAL MEDIA

There are a number of social media resources of which we take advantage. For the purposes of information, here are some examples of some social media resources which are currently used; please note that this does not constitute a definitive or exhaustive list:

- (a) Facebook groups (either personal or organisation)
- (b) Facebook pages (either personal or organisation)
- (c) WhatsApp groups (either personal or organisation)
- (d) Twitter (either personal or organisation)
- (e) LinkedIn (either personal or organisation)

There are many other social media resources which are not named in the above list, but these should be considered to be classed as a form of electronic communication whereby individuals can interact online, be it within applications or on website pages, where either the name or branding of the Guernsey Darts Association (2010) is used either in part or in full.

## 3 SOCIAL MEDIA CONTENT

While the Guernsey Darts Association (2010) positively encourages its members, partners and sponsors to actively utilise the various social media applications which are available to them, we are always mindful of the need to remain vigilant and ensure that all content is suitable for publication and does not in any way breach the Laws of the Bailiwick of Guernsey, or of common decency towards others.

It is not acceptable for individuals to post, amongst others, defamatory and / or offensive items that may include reference to an individual's or groups origin of ethnicity, colour, race, nationality, faith, gender, sexual orientation or disability. Any member found to have posted any such item will be considered to be in breach of this Social Media Policy and will be subject to the appropriate disciplinary action. Any comments of this nature may also attract a separate criminal or civil action against the author or authors.

#### **4 CYBER BULLYING**

All reports of cyber bullying and other misuses of technology will be investigated in full and if so obligated, the Guernsey Darts Association (2010) will then refer these reports to the Police who will then act in accordance with the reports received using their own internal procedures. Sanctions may include, but are not limited to, suspension, or being banned from membership of the Guernsey Darts Association (2010) for a period of time specified by the Association.

Members must be aware that in certain circumstances where a crime has been committed, they may be subject to a criminal investigation by the police. In that event, the Guernsey Darts Association (2010) will have no control over any part of the investigation which was being carried out.

#### **5 GENERAL GUIDANCE FOR MEMBERS**

Please remember that these are forums available for use by all members of the general public, and members are encouraged to treat them as such:

- (a) Members are expected to show respect to others, including other members of the Guernsey Darts Association (2010) and also to the wider darting community as a whole, and to act at all times within the core values associated with the sport of darts.
- (b) Individuals and organisations are strictly responsible for the content of any posting on their account(s).
- (c) To respect the rights and confidentiality of others.
- (d) Inappropriate content which is subsequently re-posted or re-tweeted is considered to be an endorsement of that content and can be acted upon.
- (e) Refrain from the use of abusive, derogatory, vulgar or sexual language.
- (f) Do not criticise or imply bias towards any other members.
- (g) Exercise discretion and respect for all members and officials at all times.
- (h) The deletion or subsequent public apology for an improper posting does not prevent disciplinary action being taken.
- (i) Consider "protecting" tweets and changing the security and / or visibility of Facebook accounts.

#### **4 DO'S AND DONT'S**

Members are encouraged to follow the guidelines sent out in Section 3 above, and:

- (a) Do show your personality and be approachable.
- (b) Do share your achievements.
- (c) Do let people know what it is like to be a member of the Guernsey Darts Association (2010).
- (d) Do try to post regularly in order to grow and engage with an audience.
- (e) Do report any content which you encounter that you think may be in breach of this Social Media Policy.
- (f) Do not comment if you have any concerns about the consequences.
- (g) Do not link to unsuitable content.
- (h) Do not get into disputes with the audience.
- (i) Do not share or elicit any personal details.

The Guernsey Darts Association (2010) insists that:

- (a) Participants clearly identify themselves.
- (b) Participants should follow the standards mentioned above.
- (c) Should an administrator deem that an article, post or comment is in contradiction of the above guidelines, it will be taken down and removed at the earliest possible opportunity.
- (d) The Guernsey Darts Association (2010) will hold members to account for any breaches and if necessary initiate the appropriate disciplinary action.

## **5 REPORTING OF CONTENT**

Any grievance, criticism or resentment of a post or comment should be directed in person to the individual. Matters of a more serious or contentious nature should be discussed with the Chairman of the Guernsey Darts Association (2010), Caroline La Touche by emailing [carolinelat@cwgsy.net](mailto:carolinelat@cwgsy.net)

## **6 USE OF GUERNSEY DARTS ASSOCIATION (2010) MATERIALS AND / OR INTELLECTUAL PROPERTY**

The Guernsey Darts Association (2010) would like to remind all members, partners and sponsors that any Guernsey Darts Association (2010) materials and / or intellectual property, including logos, should not be used by anyone unless permission has been granted following the submission of a prior written request via email to the Chairman of the Guernsey Darts Association (2010), Caroline La Touche at [carolinelat@cwgsy.net](mailto:carolinelat@cwgsy.net) . Any unauthorized use of Guernsey Darts Association (2010) materials and / or intellectual property may result in legal action against the parties concerned if it was deemed that said use of materials and / or intellectual property was found to be in breach of any copyright or trademarks in accordance with the relevant IP legislation.