



WALES TOUCH ASSOCIATION – SOCIAL  
MEDIA POLICY

#### DOCUMENT CONTROL

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## **1. INTRODUCTION**

Wales Touch Association (WTA) has developed this policy to inform our community about the use of Social Media so that people feel enabled in their use of social media as part of their participation experience, while being mindful of their responsibilities and obligations.

The policy outlines protocols and provides guidance for the acceptable use of Social Media.

## **2. PURPOSE**

This Policy sets out the expectations of our Employees, Volunteers, Members, and Participants when engaging with Social Media both professionally on behalf of the WTA and personally when contacting and referencing the WTA.

Social Media offers the opportunity for people to gather in online communities of shared interest and create, share, or consume content. This policy is not intended to discourage or limit our community from using a social media platform. However, WTA will ensure that our community operates in an environment that is free from harassment, bullying and discrimination.

Individuals are advised that if you engage in Social Media to ridicule, defame, bully and/or publish comments that may be viewed as detrimental to any individual, group or organisation involved in or associated with WTA or a Touch Association, you will be viewed as being in breach of the Code of Conduct and Member Protection Policy. This activity will result in disciplinary action.

WTA undertakes to regularly review this policy to consider changes in legislation, activities, events and platforms. As a result of this review, changes may be made to this policy from time to time and all Employees, Members and Participants are required to comply with those changes.

## **3. DEFINITIONS**

This clause sets out the meaning of words used in this Policy and its attachments without limiting the ordinary and natural meaning of the words.

“Code of Conduct” means the WTA Code of Conduct.

“Constitution” means the WTA Constitution.

“Employee” means an employee, agent and contractor of WTA or any Touch Association.



“Junior” means a member or player aged 18 or younger who is eligible to participate in a junior competition/event.

“Member” means WTA players, coaches, officials, officers, administrators, parents, guardians, spectators, partners and all people reasonably connected to WTA a Touch Association Body.

“Member Protection Policy” means the WTA Member Protection Policy.

“Participant” means a person who participates, including but not only, as officials, players and referees in a touch competition organised or controlled by WTA.

“Policy” means WTA Social Media Policy.

“Wales Touch Association” and “WTA” means Wales Touch Association (Company No 06618666 ).

“Region” means an entity registered under the Constitution to administer the sport of touch football in a region.

“Social Media” are online platforms and tools used for publishing, sharing, and discussing information. Recognising that social media is an ever-changing landscape and additional social media platforms are likely to come into existence, for the purposes of this policy, social media can include (but are not limited to):

- Social networking – e.g. Facebook, LinkedIn, Pinterest etc.
- Video and photo sharing – e.g. TikTok, YouTube, Instagram, Flickr
- Blogs – e.g. corporate blogs, personal blogs, or media blogs (Fox Sports News)
- Micro blogs – e.g. Twitter
- Forums and discussion boards – e.g. Reddit, Whirlpool, Yahoo! Groups or Google
- Groups
- Online encyclopaedias – e.g. Wikipedia.
- Instant messaging – e.g. WhatsApp, TeamApp, Snapchat, Viber, Skype
- Geo-tagging – e.g. Foursquare
- Video on Demand and Podcasting – e.g. iTunes, Spotify, Stitcher
- Live broadcasting apps – e.g. Periscope, Meerkat, Facebook mentions, Facebook Live
- Any other website that allows individual users or companies to use simple publishing tools
- Online multiplayer gaming platforms – e.g. World of Warcraft, Xbox Live, PlayStation Network
- Review sites -e.g. Yelp, TripAdvisor, Urban Spoon
- Online voting or polls; and
- Any other online technology that allows individual users to upload and share content



“WTA” means Wales Touch Association, the National Governing Body (NGB) of Touch in Wales

“Touch Association” means:

- An entity or body that is affiliated with the Wales Touch Association:
  - All Wales Touch Association regions.
  - All Wales Touch Association squads.
- An entity or body that is affiliated with or licensed by Wales Touch Association.

Employees, volunteers, members, and participants should be aware that there are many more examples of social media than can be listed here and this is a constantly changing area. Those engaging in the use of other examples should follow these guidelines in relation to any social media that they use.

#### **4. APPLICATION OF THE POLICY**

The Policy applies to:

- All Employees, agents, contractors of WTA.
- All WTA Members.
- All competitions conducted by WTA, its Regions, Affiliates and any competition, league, team, and individual that is affiliated to, conducted by, or administered by WTA or a Touch team affiliated to the WTA.

This policy extends both inside and outside business hours and should be read, in conjunction with, the Member Protection Policy and Code of Conduct.

#### **5. POSTING ON WTA & RELEVANT TOUCH FOOTBALL BODIES SOCIAL SITES**

Social media sites are an increasingly important public communications tool for organisations, including WTA. Social media sites allow WTA to communicate directly with the community, members, participants, stakeholders, and other members of the public.

Only authorised persons can post content on the official WTA social media sites and accompanying Touch Association and event specific sites.

The creation of unauthorised WTA social media accounts is prohibited and is a clear breach of the WTA Social Media Policy. Authorisation for the creation of WTA social media accounts must be sought and obtain from the WTA board prior to creation and use.

If you are authorised to comment as a representative of WTA or Touch Association, you must:

- Disclose, discuss and comment only on information readily available in the public domain.
- Ensure that all content published is accurate and complies with all relevant policies.



- Comment only on your area of expertise and only to the extent that you have been authorised (unless otherwise approved by the WTA or Touch Association)
- Ensure all comments are respectful.
- Respect copyright laws and fair use of copyrighted material and attribute work to the original author/source wherever possible.
- Adhere to the terms of use of the relevant Social Media platform/website, as well as copyright, privacy, defamation, discrimination, harassment and other applicable laws and regulations.

Redirect any questions to the managing director of WTA or lead of Touch Association.

## **6. PERSONAL USE OF SOCIAL MEDIA**

WTA recognises that employees, members and participants may wish to use social media for personal use and this policy is not intended to discourage nor unduly limit personal expression or online activities.

Posting about WTA and its affiliated brands, Region and/or Touch Association on social media is permitted but care must be taken to minimise the potential for damage that may be caused (directly or indirectly) to WTA and its relevant related bodies.

When using social media for personal use the following must be adhered to:

- Personal use of social media must always be professional, polite, respectful, and courteous and must not interfere with your work commitments.
- Employees and volunteers are personally responsible for the social media content they publish.
- Only disclose or discuss publicly available information.
- Ensure all content is accurate and complies with all relevant WTA policies.
- An individual or entity must not comment as a representative of a Touch Association unless authorised to do so by the relevant position of authority of the respective Touch Association.
- Do not imply that you are authorised to speak as a representative or give the impression that the views expressed are those of WTA and its relevant bodies.
- Do not use a WTA or Touch Association email address or any WTA logos or insignia.
- Do not make comments, use location-based services (e.g. check-in) or post any material that might otherwise cause damage to WTA or Touch Association's reputation.
- Do not use obscene, threatening or harassing language or offensive comments that target or disparage any ethnic, racial, age, religious group, gender, sexual orientation, or disability.

- Employees, members, and participants are personally responsible for their content being unintentionally published to a private audience by either themselves or a third party or to a public audience by either themselves or a third party.
- Employees, members, and participants should not distribute content of either a private or public nature that has been received and was not intended by the author for distribution. Where the content has been received unintentionally by the receiver, the content should remain confidential and be deleted immediately.
- Employees, members, and participants are personally responsible for their content publication being deemed inappropriate for distribution to junior members and junior participants.

## **7. INAPPROPRIATE SOCIAL MEDIA ENGAGEMENT**

- Using discriminatory, defamatory, abusive, or otherwise objectionable language in content.
- Content which abuses, threatens, or intimidates an individual or a group of people including but not limited to reasons of gender or gender identity, sexual orientation, ethnicity, cultural or religious background, age or disability.
- Using technology for the purpose of bullying or cyber-bullying any person through unwanted and inappropriate comments including that which is targeted at or amongst children and/or young people.
- Content which abuses, threatens, or intimidates a referee, team official or other match official.
- Accessing, downloading, or transmitting any kind of sexually explicit material, violent and/or graphic images.
- Accessing, downloading, or transmitting information on the use and construction of weapons, explosives and/or other tools of violence or terrorism.
- Accessing, downloading, or transmitting any material deemed to be illegal under UK or European law.
- Accessing, downloading, or transmitting hate speeches and/or racist material.
- Breaching the reasonable expectation of privacy of a person; and
- Attempting to gain unauthorised access to the computing resources of WTA the Touch Association.

## **8. COMPLAINTS, INVESTIGATION & DISCIPLINE**

If an employee or member holds a good faith belief that content has been published on Social Media in contravention of this Policy, this would be considered a breach of the WTA policies.

In the first instance, complaints should be reported to the Managing Director of the WTA



[managing.director@walestouch.wales](mailto:managing.director@walestouch.wales) .

All complaints shall be dealt with promptly, seriously, sensitively, and confidentially following the procedures for handling and resolving complaints as outlined in the WTA Judiciary Policy.

## **9. LEGISLATION RELATING TO THIS POLICY**

The following is only a guide to the legislation that impacts on this policy and is not a comprehensive list:

- Equality Act 2010
- Defamation Act 1996
- Data Protection Act 1998
- Human Rights Act 1998