



11th June 2020

United Kingdom Darts Association Social Media Policy

Introduction

It is subsequently expected that members will uphold the ethos of the organisation in all social media interactions. Members will not act in such a way that the image of the United Kingdom Darts Association is brought into disrepute nor in a way that harms it's immediate and wider darting community.

Purpose

With social media a prominent method of communication for the organisation, where we can express opinions, and is a key way we engage with the members of our organisation, along with the wider community, it is important for us to have a policy to demonstrate how we ensure we are represented in a suitable way and can take action should the need arise. We are taking this opportunity to remind our members of the importance of ensuring that all our social networking streams should be used thoughtfully and responsibly.

Defining Social Media

We have a number of social media sources which we take advantage of: these are examples of what we currently use and does not constitute an exhaustive list:

- Facebook groups (organisation or personal).
- Facebook pages (organisation or personal).
- Twitter (organisation or personal).
- WhatsApp groups (organisation or personal).

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There are many others which are not named here, but these should be considered to be electronic communication where individuals can interact online, be it within applications or on web pages, where the organisation's name or branding, is used in part or in full.

Content

While the organisation positively encourages social networking among members, we are mindful of the need to ensure that all content is suitable for publication and does not breach any laws or common decency. It is not acceptable to post, amongst others, items that may include reference to a person's ethnic origin, colour, race, nationality, faith, gender, sexual orientation or disability, and any member found to have posted such items will be subject to disciplinary action. Comments of this nature may attract civil or criminal action against the author(s).

Cyber Bullying

All reports of cyber-bullying and other technology misuses will be investigated fully and may result in notification to the police where the United Kingdom Darts Association is obliged to do so. Sanctions may include, but are not limited to, suspension, or banning from membership of the United Kingdom Darts 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 over which the United Kingdom Darts Association will have no control.

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General Guidance

These are public forums, so treat them as such.

- Members are expected to show respect to others, including other members of the United Kingdom Darts Association and the wider darting community, and to act at all times within the core values of the game.
- Individuals and organisations are strictly responsible for any posting on their account(s).
- Respect the rights and confidentiality of others.
- Re-posting or re-tweeting inappropriate content represents an endorsement of that content and can be actionable.
- Do not use abusive, derogatory, vulgar or sexual language.
- Do not criticise or imply bias towards any members.
- At all times, exercise discretion and respect for all members and officials.
- Deleting or apologising publicly for an improper posting does not prevent disciplinary action being taken.
- Consider “protecting” Tweets and changing security/visibility of Facebook accounts.



Do's and Don'ts

Follow the general guidelines above and:

- Do show your personality and be approachable.
- Do share your achievements.
- Do let people know what it is like to be a member.
- Do post regular comments to grow and engage with an audience.
- Do report any content that you encounter that is in breach of this policy.
- Don't comment if you have any concerns about the consequences.
- Don't link to unsuitable content.
- Don't get into disputes with audience.
- Don't share or elicit personal detail.

We insist that:

- Participants clearly identify themselves.
- Participants follow standards mentioned above
- Should an administrator deem an article, post or comment contradicts the guidelines above it will be taken down at the earliest possible opportunity.
- The organisation will hold members to account for any breaches.

Reporting

Any grievance, criticism or resentment should be directed in person to the individual. Matters of a more serious or contentious nature should be discussed with the United Kingdom Darts Association's Management Team, via the Head of Operations, by emailing morgan.barrell@ukdartsassociation.com.

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Use of United Kingdom Darts Association Material

The United Kingdom Darts Association would like to remind members that any UKDA material, including logo's should not be used by anyone without prior written request being made to the Management Team and approval given, via the Head of Operations, by emailing morgan.barrell@ukdartsassociation.com.

Date Completed - 11th June 2020

Completed By - United Kingdom Darts Association

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