



TENNIS

COMMUNICATIONS POLICY

Everyone involved in tennis must recognise that the responsibility to safeguard exists both on and off the field of play. Coaches, club officials, volunteers and others in a position of trust in tennis need to act responsibly, both on and off the court, and this includes the use of offline and online communications.

INTERNAL COMMUNICATIONS

We believe it is important that members, administrators and parents/guardians should, at all times, show respect and understanding in how they communicate with each other, whether that be verbally or via written/electronic means. Members should aim to maintain a civil environment, both on and off court. Differences of opinion can arise, but these should be handled privately and discretely if possible. (Members can refer to the Complaints procedure if required.)

SOCIAL MEDIA

Somer Valley recognises that social media and online networking is now considered an everyday method of communication. They provide a great opportunity for mass communication, but also offers the potential for causing serious harm, if the technology is abused. For the purposes of this policy Social Media is defined as “Any type of online content that allows parties to communicate instantly with each other or to share data in a public forum” and includes (but not limited to) WhatsApp, Instagram, Twitter, Facebook, Youtube

Somer Valley Tennis therefore expects that:

- You will respect other people’s rights and will not bully, intimidate, or harass any user.
- You will not post any photographs, videos or make comments that may be hurtful, untrue, upsetting or may be used by other people in a way you did not intend or want.
- You will not post content that is hateful, threatening, or pornographic; incites violence; or contains nudity or graphic or gratuitous violence.
- You will not write any derogatory or offensive comments in relation to Somerset Valley Tennis, Dragonfly Leisure or any other Tennis Club.
- You will not post comments criticizing or verbally abusing players, coaches, officials or members of Somerset Valley Tennis, Dragonfly Leisure or any other Tennis Club.
- You will not post content or take any action on any Somerset Valley Tennis Social media platform that infringes or violates someone else’s rights or otherwise violates the law.

USE OF PRIVATE SOCIAL MEDIA

The Committee strongly recommends that all its Club members, when using social media sites, show the same respect and regard for other people/Clubs that you would show on court when playing, coaching, officiating or volunteering on behalf of Somer Valley. If you're unsure if what you're posting on your own private social media page(s) or someone else's is appropriate (or not), then it is simply best not to post it - if in doubt, leave it out.

Somer Valley Tennis would also like to remind its members that social media can also be used to gather information about its members by those seeking to engage in fraudulent/phishing/social engineering activities and to be mindful of what information is posted.

EXTERNAL NEWS MEDIA

Clubs that set up websites or social media accounts have a responsibility to ensure safeguards are in place. This policy provides guidance on the procedures that will support and underpin the use of all media within Somer Valley Tennis. It is important that all staff, volunteers, coaches, or anyone working on behalf of the club or in a position of responsibility are aware of this policy and agree to the following terms in order to communicate responsibly:

1. Refrain from publishing negative comments or pictures about other clubs, players, teammates, club members, umpires and any controversial or potentially inflammatory subjects.
2. Avoid hostile, harassing or discriminatory communications based on a person's race, sex, gender identity, national origin, colour, disability, age, sexual orientation, veteran status, marital status, religion or any other status protected by law.
3. Adhere to the club's policy on Diversity and Inclusion.
4. Identify all copyrighted or borrowed material with citations and links. When publishing direct paraphrased quotes, thoughts, ideas, photos or videos, give credit to the original publisher or author.
5. Have a process to review all offline and online posts and press releases / interviews and resolve any concerns before they are printed and posted (where possible). If something has already been posted or printed, then the committee will review communications at the next meeting or sooner if a more rapid response is needed. A nominated committee member/s will monitor the club social networking pages and press regularly and follow up any inappropriate communications.
6. If any online participant posts an inaccurate, accessory or negative comment about Somer Valley Tennis or anyone associated with the club, do not respond to the post and contact the nominated committee member/s for guidance and advice.
7. Ensure all the privacy settings are secure so that the page(s) are not used as a place to meet, share personal details or have private conversations.
8. Make sure everyone within Somer Valley Tennis knows who is responsible for monitoring the content of the social networking areas and how to contact them.

9. Threatening or offensive material will be removed and recorded. It will then be retained by the committee for evidence, in the event that it is needed.

10. Posting on the Club's Clubspark pages, Facebook, Instagram, Twitter and WhatsApp chat pages on behalf of the club can only be carried out via the nominated committee member known as the 'Communications Coordinator' and nominated Admins, there will be at least 2 nominated Admins for each channel.



Signed.....

*Amanda
Stonier*

Chair of Somer Valley Tennis

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