**AUC Social Media Policy for Affiliated UCD Sports Club**

**UCD Athletic Union Council (AUC)**

1. **Purpose**

The UCD AUC recognises that the use of social media by its affiliated clubs plays an important role in helping to promote a club when used appropriately. Whilst offering many opportunities social media also presents significant risks. The purpose of this policy is:

* To educate, assist and protect UCD Sports clubs, its members, the AUC and the University.
* To promote good practice in the use of social media.

1. **Scope**

This policy applies to all AUC affiliated club members, this includes, but is not limited to, players, coaches, volunteers, committee members, supporters and mentors. It governs the use of social media platforms used to communicate on behalf of UCD Sports clubs, this may occur using the following means:

* Social media sites affiliated to UCD (e.g. your clubs Facebook / Instagram / Twitter / TikTok accounts and any other platforms you may use)
* Commenting/posting on social media sites where UCD is associated with or identified
* Social Media for personal use where UCD is associated with or identified

This policy applies to the various social media platforms including, but not limited to:

* Social networking sites
* Video and photo sharing sites
* Forums and discussion boards
* Blogging sites
* Text messaging services

1. **Standards**

Users of social media, as outlined in section 2, must at all times adhere to the following standards:

* Access to posting on your club social media platforms should be limited to two people (Social Media Editors), one of whom should be your clubs Public Relations Officer (PRO) and the other, the person responsible for GDPR on your committee. Editors must be a committee member and must submit the committee members code of conduct. These individuals should be your only authorised spokespersons on your social media platforms. Contact details for these individuals should be held by the club and made available to the UCD AUC on request.
* The club committee should agree in advance what type of content can be posted on your social media platforms. The Social Media Editors are responsible at all times for the content on your social media platforms. Before content is published by them, it should be reviewed to ensure it meets the clubs content criteria. Furthermore, the Social Media Editors need to monitor public comments posted to ensure their appropriateness.
* Ensure your social media platforms are secure. Only the clubs’ Social Media Editors should know the password/s; these must be changed annually.
* All content should be suitable for persons under 18 years of age.
* Enable appropriate privacy settings on all social media platforms.
* When posting photographs or videos you must have the appropriate permissions.
* Content should not be based on opinions, politics, sensitive topical issues, sex, “slagging”, ambiguous commentary which could be misinterpreted or commentary on other related organisations.
* Do not post any information that is confidential to the club, its members or any third party that has disclosed information to the club.
* Ensure that all content on your social media platforms is accurate and up to date; content should be removed where it is no longer required.
* Be polite and respectful, posts should always align with the values of the AUC of equality, fairness and transparency.
* Do not mix your official club role with your personal life online. There must be a clear distinction between the two.
* Do not promote or advertise a commercial product or business except those approved by the AUC. The advertising or promotion of alcohol, tobacco and gambling products is strictly forbidden.
* Ensure your club has a comments policy for your social media platforms (see example below); this outlines the rules of conduct to encourage positive discussion. When comments do not comply with your comments policy remove them. Do not engage in online conversation regarding any matter outside of your comments policy. Ideally your comments policy should be published on your social media platforms, if not, it should be held on a shared drive by the committee and those moderating the clubs social media should ensure that all comments comply with the clubs comments policy.
* All UCD sport club members should be made aware that as a member of your club they are representing the club, the AUC and the University at all times. As such it is important that members understand how their own personal use of social media can impact others and reflect on their club.
* UCD Sport must be permitted to view all social media pages titled as a UCD sports club.
* Breaches of this policy may lead to disciplinary action by the club, the AUC and/or by the University.

Please note the UCD AUC will not publish the details of any online social media groups set up by UCD sports clubs. Furthermore, the UCD AUC will not publish the details of any social media platform, belonging to a UCD sports club, that has been inactive for six months or more.

1. **Related Documents**

* UCDs’ Dignity And Respect Policy
* UCD Sport, UCD Sport and Fitness and UCD Student Centre Child Safeguarding Statement
* Code of Ethics and Conduct for Sports Club Coaches
* Code of Conduct For Sports Club Committee Members
* Social Media Guidance Document For Sports Club Members
* Data Protection Policy & Guidance Document
* UCD Student Code

1. **Related Regulation**

* General Data Protection Regulation (GDPR)
* Copyright and Related Rights Act
* Social media terms of use
* Defamation Act
* Children’s First Act

**Sample Comments Policy**

This is an open forum, and we encourage you to get involved, however, it's also a family friendly one, so please keep your comments and wall posts clean. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. Posts and comments in breach of these guidelines will be removed:

1. We do not allow graphic, obscene, explicit or racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.
2. We do not allow comments that suggest or encourage illegal activity.
3. We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.
4. You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.
5. The appearance of external links on this page does not constitute official endorsement on behalf of UCD Sport.