



BASKETBALL IRELAND MEDIA & SOCIAL MEDIA POLICY

Policy

Oblate Basketball Club have adopted and in places adapted Basketball Ireland's media and Social media policy.

Aim: The aim and objective of this Policy is to provide guidelines for all members of Oblate Basketball, Basketball Ireland, officials, referees, area boards, clubs, national league teams, coaches, all registered players and members, regional and national teams/squads, including associated administrators, staff and volunteers in the effective and productive use of media channels, including social media, to promote and grow the sport of basketball.

Policy Application: Persons bound by this policy include Basketball Ireland and Oblate Basketball Club registered members, players, officials, referees, clubs, coaches, employees, independent contractors, administrators and Basketball Ireland employees and will be referred to in the remainder of this policy as Team Members.

Policy Statement

- The Oblate Basketball Club Media Policy requires Team Members to use media, including social media, in a productive and positive manner that promotes the sport of basketball and affords respect to individuals and organisations involved in the sport at all times.
- Oblate Basketball promotes the practice of positive engagement and interaction with the media and encourages all persons bound by this policy to use media channels, including social media, appropriately.
- Oblate Basketball views all interaction and engagement with the media as a key way of communicating with fans, stakeholders and the wider public.

- This interaction includes, but is not exclusive to, the promotion of events, local and national leagues, the national teams, individual clubs and players and other events.
- Oblate Basketball acknowledges that both online and traditional media avenues are the primary sources for promoting the sport to the wider public. These channels also serve to best promote Oblate Basketball values, partners, sponsors and events.
- Oblate Basketball also recognizes that social media has moved towards the forefront in communicating and engaging a growing fan base, and treats all social media content whether written, photographic, video, or audio, as public comment which is accessible to all.

POLICY OPERATION

1. Reputation:

Basketball is a sport that is continuing to grow in Ireland year by year. From local leagues to the national leagues and all the way through to the (inter)national teams across all age groups, the players and coaches involved and stories on and off the court can generate huge exposure in both a positive and negative sense. Every Team Member is responsible for the profile of the sport and should respect that responsibility by interacting with the media in a positive manner. It is the responsibility of all Team Members to respect their role within the sport and uphold the principles outlined for the greater good of basketball.

2. Media Guidelines:

Basketball Ireland and Oblate Basketball Club promote the following Media Guidelines for use in all media interaction. Please note that the most up-to-date version of this document will be housed in the live version on www.basketballireland.ie. These are guidelines only and may be supplemented or amended or varied by Basketball Ireland at any time at their discretion via the live document on www.basketballireland.ie.

a) Do not comment negatively on any member of the Oblate Basketball Club, Irish basketball team, or Basketball Ireland member, the governing body as a whole or any Basketball Ireland programme, sponsor or stakeholder.

b) Team Members should only speak/post/tweet about themselves and their own performances. Other than where a Team Member is posting/tweeting a positive, supporting or celebratory remark, Team Members should not discuss the performance of any other teammate, rival or squad member.

c) In giving any interviews or engaging in any social media activities, Team Members must not disparage or criticise other Team Members, their performances, coaching, or disclose any confidential information. Team or individual coaches should only speak about players in their own coaching group or squad.

3. Social Media Postings, Blogs and Tweets

- Basketball Ireland and Oblate Basketball treat all written social media postings, blogs, status updates and tweets as 'public comment'.
- As a result, all persons bound by this Policy should not comment or respond to a comment in a way that may be construed as negative or may be considered derogatory towards others or put themselves in a situation where they may harm their reputation, the reputation of their teammates, the Irish team or Basketball Ireland, including its sponsors and stakeholders or any other third party.

3a. Irish National Team Members

- a) In representing Ireland, Team Members are encouraged to promote the competition and their involvement in it.
- b) However, the use of Social Media should be confined solely to Team Members making positive personal competition-related experiences.
- c) In representing Ireland, Team Members are not permitted at any time to use Social Media to make or issue any statements that bring or have the potential to bring Basketball Ireland, other Team Members, staff, officials or other Basketball Ireland members and/or partners into disrepute.

3b. Personal use of social media

Basketball Ireland and Oblate Basketball Club respects your right to use Social Media for personal use. However, it is important to be mindful of the impact of posts on social media.

Remember:

- Team Members are responsible for their conduct on social media.
- Team Members' personal views should not conflict with their role in basketball.
- Remember that what is published online may remain public for many years.

4. Photographs, Video, Audio

- Basketball Ireland and Oblate Basketball Club treat all photographs, video and audio material posted on social media as public comment and accessible to the public.
- Any material that may be considered negative, derogatory or inappropriate towards persons bound by this Policy should not be posted.

- **IMPORTANT:** Where content is gathered in a team or event environment as part of standard media and communications practices by Basketball Ireland staff, approval for posting such material is covered under agreeing to this policy for all Team Members.
- Persons bound by this Policy (Team Members) should also be mindful that material posted may be subject to intellectual property rights and all relevant consents and waivers should be obtained before using any material that may be subject to intellectual property rights.

Use of photographic and filming equipment

Parents/guardians want to be able to celebrate the achievements of their children when taking part in Basketball through photography/videography and Oblate Basketball Club will also want to promote their activities to encourage increased participation. Oblate Basketball Club does not advocate the banning of photography, but recommends that it is subject to appropriate and proportionate safeguards being in place to ensure a safe sporting environment for children and young people. The following guidance will help to ensure that all necessary steps are taken to protect children and young people from the inappropriate use of their images in resources and media publications, on the internet and elsewhere.

Each Club/Area Board/League/Team/Group should follow Basketball Ireland's media policy in relation to the use of images of players on their websites and other publications, as there have been concerns about the risks posed directly and indirectly to children and young people. Adults and sports leaders need to work together to prevent those wishing to cause such harm to young people. Remember having photographic and filming guidelines is not about preventing parents from taking pictures, it is to ensure that only those who have a right to take photographs do so. Anyone concerned about photography taking place at events or training sessions can contact the DSCO.

The purpose is to reduce the risk of inappropriate, unsolicited attention from people within and outside the sport. Group photographs where the club is identified rather than individuals are good for publicity without creating a risk to those in the photographs.

OBLATE BASKETBALL CLUB prohibit the taking of photographs or video recordings during sporting activities for all UNDERAGE events involving Oblate Basketball Club, unless all parents of both teams participating have given permission. Coaches of a team seeking to photograph or video should contact the Oblate's coach with adequate notice so that they can liaise with the parents of the players.

As a guide try to remember the following: -

- If the player is named, avoid using their photograph.
- If a photograph is used, avoid naming the player.

- Ask for the player permission to use their image to ensure that they are aware of the way the image is to be used to represent the sport.

- Ask for parental permission to use the player's image to ensure that parents are aware of the way the image is to be used to represent the sport. A permission form could be used or make an announcement at the start of an event.

- To reduce the risk of inappropriate use, only use images of player in suitable dress. The content of the photograph should focus on the activity not on a particular child - Talk to DSCO if you are worried about use of images.

Amateur photographers/film/video operators wishing to record an event or practice session should seek permission/accreditation with the DSCO, team manager/coach and/or event organiser of session.

The club / organisation should display/ state the following information prior to the start of an event to inform spectators of the policy:

“In line with the recommendation in the Basketball Ireland’s Code of Conduct (Safeguarding Policy), the promoters of this event request that any person wishing to engage in any video, zoom or close range photography should register their details with the organisers. If parents have any particular concern about their young person being photographed or filmed they should notify the organisers”.

You can download the BI photo/video permission form from the Safeguarding section on Basketball Ireland website.

Working in Partnership to protect young people

Photographs, when used with personal information, can be used as a means of identifying children. This practice can make a child vulnerable to an individual who may wish to “groom” that child for abuse. Furthermore the content of the photo can be used or adapted for inappropriate use. There is evidence of this adapted material finding its way onto web sites promoting the abusive images of children. Adults and sports leaders need to work together to prevent those wishing to cause such harm to young people.

Mobile Phones

Mobile phones are often given to children for security, enabling parents to keep in touch and make sure they are safe. In addition mobile phones allow quick and easy contact, which can make a safe and efficient way to carry out club business. However such technology has also allowed an increase in direct personal contact with young people and has been used to cross personal boundaries and cause harm to young people. Within clubs there is a need to encourage responsible and secure use of mobile phones by adults and young people.

As a young person remember: -

If you receive an offensive photo, email or message, do not reply, save it, make a note of times and dates and tell a parent or DSCO within the club.

- Be careful about who you give your phone number to and don't respond to unfamiliar numbers
- Change your phone number in cases of bullying or harassment
- Don't use the phone in certain locations; inappropriate use of your camera phone may cause upset or offence to another person, e.g. changing rooms - Treat your phone as you would any other valuable item so that you guard against theft.

As a Leader remember

- : - Use group texts for communication among players and teams and inform parents of this at the start of the season
- It is not appropriate to have constant communication for individual players
- Don't use the phone in certain locations; inappropriate use of your camera phone may cause upset or offence to another person, e.g. changing rooms

5. Education

- Basketball Ireland and Oblate Basketball makes a commitment to actively educate persons bound by this Policy on best practice for interacting with traditional media and in the use of social media.
- Basketball Ireland works with Sport Ireland and Sport Northern Ireland to educate members on what is an appropriate use of social media, and what is not.

6. Promotions & Image/Intellectual Property Rights

- By agreeing to this policy, Team Members grant to Basketball Ireland a non-exclusive, royalty free, irrevocable personal license (and through it, to Sport Ireland) to use the Team Member's name, voice, image, likeness, performance and appearance in events or activities (including photographs, film, video and voice recordings of the Team Member's performance) for the purpose of the promotion and advertisement of basketball and Basketball Ireland.
- No use is permitted whatsoever by any party if such use would be detrimental to the reputation of the Team Member or otherwise derogatory or offensive.
- The Team Member agrees that s/he will not use the Basketball Ireland Intellectual Property in conjunction with any personal commercial arrangements of the athlete without the prior written approval of Basketball Ireland.

7. Liability

- When Persons bound by this Policy (Team Members) choose to go public with any comments or material in any way, including on social media, they are solely responsible for such comments and materials.
- Individuals should be aware that they could be held personally liable for any comments and material that may be deemed to be defamatory, obscene or proprietary. In essence, persons bound by this Policy post comments and materials at their own risk.
- Furthermore, persons bound by this Policy should always make it clear that any comments and materials are made in their individual capacity and that they do not represent the views of Basketball Ireland, its sponsors or any other third party.

8. Monitoring

- Basketball Ireland may monitor social media content of persons bound by this Policy.
- Basketball Ireland also monitors traditional and online media content, which could impact on the reputation and brand image.

9. Infringements

- A breach of this Media Policy will be a breach of the applicable registered membership.
- Basketball Ireland and Oblate Basketball Club reserves its right to take any appropriate measures with respect to infringements of this Policy, including issuing a Take Down notice, imposing other sanctions, and or taking legal action for damages.

10. Amendment/Interpretation

- Basketball Ireland and Oblate Basketball Club reserves the right to amend this Policy, as it deems appropriate.
- The most up-to-date version of this document and will be the live version on www.basketballireland.ie. And www.oblatebasektball.com
- The Oblate Basketball Club Board shall be the final authority with respect to the interpretation and implementation of this Policy.

11. WhatsApp/Signal/Telegram guidelines

WhatsApp/Signal/Telegram but not limited to, are instant messaging apps. The proprietary, cross platform apps use the Internet to send text messages, images, video, user location and audio media messages. They have become very popular in clubs and societies who use them to communicate to groups. If WhatsApp/Signal/Telegram groups are set up in the name of a club, then the club should have administrator rights to the group. WhatsApp/Signal/Telegram group administrators may be responsible for members' content. An admin is automatically the person who creates the group. Additional admins can be added, without necessarily agreeing to be one. Group admins then can control who is invited to, or removed from, the group chat.

Children (U18) should not be part of a WhatsApp/Signal/Telegram group.

The safeguarding concern is that users can see personal phone numbers of users. The group should not be used for private conversations with anyone else using the group.

Dos:

1. Have an adult (Parent Rep/Coach/Manager) set the group(s) up (allowing admin rights).
2. Tell participants what the app is/isn't to be used for.
3. Inform parents of its intended use.
4. Get the participants to agree how the app is to be used i.e. only basketball orientated content. a. i.e. training & game schedules/changes etc.
5. Keep language appropriate.
6. Discuss relevant topics only.
7. The group Admin holds the authority to report inappropriate content to the clubs Child Protection Officer (CPO).

Don'ts:

Children (U18) should not be part of a WhatsApp/Signal/Telegram group.

- a. Use the apps inappropriately.
- b. Use the apps to replace formal feedback.
- c. Use the apps for non-club messaging. Share grievances about the club, team and/or individual(s) on WhatsApp/Signal/Telegram