

First Advantage Tennis Media policy

1. Introduction and scope

Anyone who participates in social media in any official First Advantage Tennis capacity must read and follow these guidelines. For the purpose of this policy, social media includes, but is not limited to, services such as Facebook, Twitter, Instagram, Whatsapp, etc. It does not include personal emails or texts.

2. Security and confidentiality

When social media sites or accounts are used in any official club role it must be ensured that the confidentiality, integrity and availability of First Advantage Tennis data and any personal information supplied to, or obtained by, is protected. Any use of social media must conform to this policy, to the General Data Protection Regulations (GDPR) and to the First Advantage Tennis Privacy Policy, available on the website.

3. Management of social media accounts

Personal social media accounts must not be used for any official First Advantage Tennis purpose. An official or unofficial social media presence using the organisation's trademarks or name must not be created without prior approval. An official email address must be used to register the companies account and login details must be kept secure. It must be ensured that more than one person has access to the account and at least two people must check it regularly. Personal login details for social media site must never be shared with anyone else unless that has been agreed in advance. All social media profiles must clearly state that the account is officially connected with First Advantage Tennis, and must include a link to www.firstadvantagetennis.com If a club social media site is not being updated or is no longer needed, its removal should be discussed.

4. Content

Language and tone must be appropriate for the specific social media channel and audience using a friendly, yet professional, manner. Timely responses – all accounts must clearly state when and how they are monitored, and whether customers/members should expect a response - or if the account is intended to facilitate community discussion etc.

Writing style– all published messages should use correct spelling and grammar. Text speak should only be used when absolutely necessary. Media posts should be published at least a few hours apart from each other except in very urgent cases. Advance permission must be obtained before posting any personal information about an individual. This includes any identifiable video or still images as well as comments such as discussing a person's tennis ability. Any such personal data must comply with the GDPR which includes ensuring that it must be accurate and that the individual has the right to see the data being posted, to correct it or to ask for all instances of it to be fully deleted.

If information is being sent via social media it must be ensured that anybody who does not wish to use that particular type of social media is not placed at any disadvantage by being excluded from the information. Any incidents of bullying or inappropriate behaviour including offensive language, images or comments must be reported.

The Use of Social Networking and On-Line Media First Advantage Tennis asks its members and our online community to promote the 3 commons approach to online behaviour:

Common Courtesy

Common Decency

Common Sense

How do we show common courtesy online? We ask someone's permission before uploading photographs, videos or any other information about them online. We do not write, share or upload 'off-hand', hurtful, rude or derogatory comments and materials. To do so is disrespectful and may upset, distress, bully or harass. How do we show common decency online?

We do not post comments that can be considered as being intimidating, racist, sexist, homophobic or defamatory. This is cyber-bullying and may be harassment or libel. When such comments exist online, we do not forward such emails, posts, tweets, videos, etc. By creating or forwarding such materials we are all liable under the law. How do we show common sense online? We think before we click. We think before we upload comments, photographs and videos.

We think before we download or forward any materials. We think carefully about what information we share with others online, and we check where it is saved and check our privacy settings. We make sure we understand changes in use of any web sites we use. We block harassing communications and report any abuse.

Any actions online that can have an impact on our company and can potentially lower the company reputation in some way or are deemed as being inappropriate will be responded to. In the event that any members, parent/carer's or visitors are found to be posting libellous or inflammatory comments on the social media pages, they will be reported to the Company director admin@firstadvantagetennis.com . The comments will be removed and further action may be taken. All social network sites have clear rules about the content which can be posted on the site and they provide robust mechanisms to report contact or activity which breaches this. In serious cases we will also consider legal options to deal with any such misuse.