**Cork Admirals**

**Social Media Policy & Guidelines**

The Cork Admirals recognises the importance of social media as a tool for engaging its supporter base, players and club members. This policy is designed to protect the interests and reputation of the Cork Admirals, the IAFL and the Sport of American Football in Ireland by ensuring all club members including but not limited to coaches, players and assistants are equipped with the requisite knowledge and skills to appropriately use social media.

The Cork Admirals Social Media Policy includes, but is not limited to, the use of

Twitter, Facebook, YouTube, blogs, websites and any other public online forum and private club forums in any form. This policy applies to all club members, associates and volunteers, as outlined in the club by-laws.

The Club is not seeking to restrict your use of social media but to create clear lines between private and Club material and set guidelines where material relates to the Club.

**PUBLIC COMMUNICATIONS**

General Guidelines

1. Only authorised people may speak on behalf of the Cork Admirals. Members

that wish to express or transmit Club material need to seek approval through

the Club’s Public Relations officer or other committee member.

2. Those who wish to express any reference in relation to the Cork Admirals or

any other IAFL related issues must at all times keep the good name and

reputation of the Cork Admirals as the foremost consideration when

referencing as such.

**Authorised Persons**

Specific guidelines for authorised users

1. The Cork Admirals have clear positions in relation to respect of all persons, regardless of gender, sexual orientation, religion or ethnic background, which much be considered in any communications.

2. Club Information must be released through the Cork Admirals official

Club social media accounts before others can publish such information

through their individual accounts.

3. Social Media should not be used for the posting or exchanging

information that has the potential to embarrass or bring the Cork Admirals or any members or related bodies into disrepute.

4. Social Media should not be used for communicating confidential or

competitively/commercially sensitive information without express

permission of the Cork Admirals Public Relations Officer or committee.

5. Social Media should not be used for the posting of photos of Cork Admirals members in an unrelated capacity to American Football or

without the permission of the member.

**Non Authorised Members**

1. The Cork Admirals have clear positions in relation to respect of all

persons, regardless of gender, sexual orientation, religion or ethnic background, which much be considered in any communications related or unrelated to the Cork Admirals, the IAFL or American Football.

2. Persons unauthorised to speak on behalf of the Cork Admirals should

refrain from representing their views as that of the club or of the

membership of the club.

1. Any members found in contravention of the IAFL’s guidelines for social

media are also liable for internal club discipline.

**PRIVATE FORUMS**

1. Private club forums are intended to enhance the communications between players, members, coaches and all other club associates. Incendiary,

abusive, homophobic, racist, bigoted or any other insulting conduct on

private forums will not be tolerated.

1. Administrators of these private forums will be selected by the club Committee.
2. Administrators will have responsibility for maintaining these forums in

the spirit of which they are intended.

1. Administrators will have the ability to remove any conduct which is

deemed by the administrator to be in breach of this document. Copies of

any removed items will be kept by the administrator that removed it !a n d

forwarded without delay to the other administrators.

1. Any member may seek clarification on why any item was removed and the removing administrator will provide such without delay.
2. Any member found in breach of provisions contained within this

document may be subject to club discipline procedures.

1. Any members who is not satisfied with an explanation from the administrator will have the right to be heard by all administrators and a decision and explanation from all administrators.
2. Members will have the right to remove their own items. If such removal

causes subsequent related posts to be also removed, the member will inform the administrators of their decision to remove the item and such removal is subject to the approval of at least one administrator.

**General Advice**

1. Use common sense and good judgment - your statements could have an

impact on you and the Cork Admirals reputation. Remember that what you

post or publish will become public information.

1. If you would not say something to a member of the media, do not publish it on

any form of social media.

3. You are accountable for your actions and what you communicate via social

media.

4. Members who are unsure whether or not they are authorised to publish

opinions or views of the Cork Admirals should contact the Public Relations

officer or committee members.

**Non compliance**

Cork Admirals will monitor the use of social media to ensure compliance with

this document. Members who fail to comply with this policy may be the subject of

disciplinary action. It is the expectation of Cork Admirals that members, associates and volunteers will promptly advise the Public Relations Officer or committee of any facts or circumstances which may suggest a breach of the policy. This may include taking prompt action to remove the offending material if

possible.