



Social media policy

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Introduction

Social and digital media are great platforms to promote the sport of archery and its athletes. However, there are risks as well as opportunities. Anything that is published on social media remains available forever so care should be taken to respecting the World Archery values and brand.

Online platforms provide unique opportunities to participate in discussion and share information but their incorrect use can comprise confidential and proprietary information, the federation's reputation, and jeopardise legal compliance.

This policy governs the use of social media – including but not limited to Facebook, Twitter, Instagram, YouTube, Weibo, Wechat, Tumblr, Reddit, LinkedIn and any other sites that act as a communications network – and **applies to all permanent staff, consultants, officers, members of an event team** and any other person who could be perceived as representing World Archery. It is targeted at those not involved with the digital communications strategy but applies to everyone.

This policy applies to both the federation's official channels and personal social profiles, regardless of how or where they were accessed. Breach of this policy may result in disciplinary action up to and including dismissal. Any misuse of social media should be reported to the head of communications or secretary general.

Contacts

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Expectation of behaviour

Regardless of whether a person is actively representing World Archery, an employee's actions will be seen as a reflection of the brand. These expectations apply to all employees at all times.

To avoid issues, follow these basic expectations:

- Link a personal email to any personal account and a work email to any work account.
- Exercise **sound judgement** and **common sense** when you post.
- Always check your facts.
- Respect the law, including copyright law and data protection law.
- Never share confidential information.
- Do not post, engage or interact with abusive, discriminatory, harassing, bullying, derogatory, defamatory or inappropriate content.
- Make it clear that personal posts are your personal opinion. (Consider adding a disclaimer in the biography or on the post, if you are in doubt.)

World Archery does not allow discrimination of any kind, including against race, colour, sex, sexual orientation, language, religion, political or other opinion, national or social origin, property, birth or other status. Anyone involved with World Archery commits to behaving in an ethical manner.

It is easy to engage with conversations related to work. Consider how words may be interpreted by others, even unintentionally, and remember that nothing is private – you are not in control of who ultimately sees your content.

- **Avoid saying anything negative.**
- Make proactive decisions on whether to broach certain subjects.
- Do not make disparaging or defamatory statements about World Archery, national federations, athletes, the executive board or officers, employees, organising committees, members of the Olympic family or other stakeholders, consultants and partners.

Remember that only you are responsible for your actions. Anything you post online that could potentially tarnish World Archery's image will ultimately be your responsibility.

- **Avoid sensitive subjects**, such as the federation's performance or proprietary information.
- Do not make statements which cause, or may cause, harm to World Archery's reputation or otherwise be contrary to the organisation's interests.

You may come across content posted by others that damages or is negative about the federation and, in this case, it is your responsibility to know how to act.

- **Do not respond or react.**
- Escalate the issue to the secretary general or head of communications.
- Let the communications department respond in the appropriate manner.

The line between business and personal has become blurred in the modern era of social media. World Archery respects free speech but it is unavoidable that any comment you make will be viewed in a professional as well as private context.

Always bear in mind that the internet is permanent. Think about the implications of what you are sharing before you post.

Using social media for work

Unless given express permission to do so by the secretary general or the communications department, only the secretary general and the communications department are permitted to post content on social media in the name of the federation.

Any content that is posted on social media on behalf of World Archery must be coordinated with the communications department to ensure it meets the federation's **tone**, **values** and **standard**.

All social media messaging is:

- Friendly but not over familiar.
- Knowledgeable but not patronising.
- Encouraging but not exaggerated.
- Helpful but not tantalising.
- Positive but not fake.
- Open to any and all feedback.

All social media messaging fulfils one of the following purposes:

- Entertains or engages the community.
- Educates the audience.
- Builds the professionalism of the sport.
- Promotes athletes or results.
- Furthers the federation's business interests.

Anybody posting content on social media on behalf of World Archery should:

- Be mindful that they are representing the federation.
- Speak in the tone of the federation.
- Ensure the affiliation with the federation is disclosed (automatic if using an official account).
- Maintain records of messaging.
- Evaluate the messaging against its purpose.
- Take responsibility for the content.

The **expectations of behaviour** also apply when using social media for work purposes. Social media platforms are viewed as the voice of the federation and must be used with the appropriate respect that this representation deserves.

Scouting social media

Social media platforms are a powerful and positive tool to promote the sport as well as an area in which misinformation and negative opinions can spread and influence others.

Be a **scout** for both cases.

Even if you are not a spokesperson for World Archery, all employees are vital assets for monitoring social networks for **positive** and **negative** posts about the federation and sport. If you come across posts, consider sharing them with the communication department.

Positive posts may:

- Be amplified on official accounts.
- Inspire new pieces of content.
- Be a useful indicator of opportunity.

Negative posts may:

- Identify a failing in activity or communications.
- Need a proactive and official response.
- Offer early warning for a wider issue.

Remember not to engage with negative content yourself. Escalate the issue to the secretary general or head of communications so that it can be dealt with officially.

Social media at events

During events, **do**:

- Share any of World Archery's messaging, in particular video content and images, posted on official channels, where appropriate. This helps spread the content.
- Share photos (only) from public areas at World Archery's events, including the venue and field of play, competition and event branding, that show a positive image of the sport.
- Interact with messaging from athletes, as long as the content aligns with this policy.

During events, **do not**:

- Share content from back-of-house areas at World Archery events*, including from doping control rooms, hospitality areas and offices or that displays consumption of alcohol or smoking, parties or receiving gifts and VIP treatment.
- Share video from World Archery events as it may breach broadcast rights*.

*Unless that content is approved by the communications department.

Other policies or guidelines

Social media must never be used in a way that breaches any of World Archery's policies, guidelines or the *Staff Handbook*.

Monitoring

Be aware that all employees' use of any **social media platforms may be monitored**, whether or not they are accessed for work purposes, and where breaches of this policy are found, action may be taken. Monitoring is only carried out to the extent permitted as required by law and as necessary and justifiable for business purposes.

More information

Ask questions about social media use to your manager or the communications department. You should feel comfortable about what you're sharing online and the best way to dispel doubt is to ask.