

Social Media Guidelines



These guidelines are designed to provide helpful, practical advice on using social media effectively. To set the parameters for these social media guidelines, we should keep in mind three things:

1. We live in a society that promotes free speech and freedom of expression; it is generally expected that persons playing sport at a professional level should reflect the values of the society it represents.
2. Anything that you post is public and visible so you must be responsible in what you post.
3. Social networking is monitored and you may fall foul of the Members Rules if you act outside these guidelines.

Do's

DO...Show your personality.

Being yourself and letting your personality shine is what your fans are looking for. Personality creates stars in our sport. However, try to avoid any humour that might be considered in bad taste.

England cricketer Dimitri Mascarenhas was uncomplimentary about national team selector Geoff Miller and was fined £1,000.

DO...Remember everyone can see you.

Before you write anything, remember that it's public and anyone can take your words and put them in a newspaper, on a website or the TV. Media will be monitoring social media and will use your words as quotes. Pause and think carefully before you mention anything about you or other sports persons.

Stephanie Rice (an Australian triple Olympic swimming gold medallist) lost a lucrative sponsorship deal after she posted an inappropriate comment on Twitter.

DO...Be responsible.

You are personally responsible for the content you provide and how you behave online. Be careful and if you're in doubt, don't post it.

DO...Report anything that concerns you.

If you see any comments or photos that concern you or you feel in the course of a conversation that somebody may need help or be in danger, report it to the relevant authority.

Don'ts

DON'T...Talk negatively about other competitors, countries, organisations or brands.

Any gossip or slanderous comments can be easily highlighted and taken the wrong way. Remember that you are an ambassador for your sport. This is likely to put you in breach of the Members Rules.

DON'T...Swear.

Even suggestions of foul or abusive language by replacing letters with symbols e.g. s@£t should be avoided. Similarly, don't get into disputes with your audience – instead, show that you have listened and be responsive in a positive manner.

The ECB suspended Azeem Rafiq, the captain of England under-19 team, for his use of inappropriate language on Twitter.

DON'T...Assume anything you delete will completely disappear

It's almost impossible to completely remove information on social networking sites even if you "remove/delete" it from the original source. There is no way of knowing where it may have been reposted. So think before you post.

DON'T...Be provoked into responding.

There are accounts set up to provoke you into controversial discussions or to respond to abuse. These accounts are often anonymous or created using false details and the only person who is identifiable is you. If someone provokes you in this manner, just ignore or block them