



Social Media Policy

Version	Date	Author	Changes
2.0	23 March 2025	WBC	New Version

Committee Approval:

Introduction

This is one of a series of documents intended to set the standard for behaviour within Waterford Boat Club (WBC) and Rowing Ireland. It applies to all members and supporters of the club including Coaches, Athletes, Parents, Volunteers and the WBC committee and relates to WBC's stance on the acceptable use of Social Media.

Social Media Policy and Scope

The term social media is used concerning social networking sites that allow users to create personal profiles, share photos and videos, and communicate with others. Used correctly, social media enriches the value and perception WBC and of Rowing Ireland in the rowing community. Other messaging platforms, including SMS, emails, WhatsApp etc used for similar purposes, can also be interpreted as social media.

WBC will only have one account with Facebook, Instagram etc. The WBC brand may only be used with agreement from the Club. Authorisation to use the WBC logo in the media or another medium must be given in advance by the PRO, Club Captain or person so nominated by the Club Captain.

WBC recognises key challenges with the use of social media amongst the rowing community:

- *When members or volunteers share opinions online, they may reflect positively or negatively on our organisations, volunteers or members, and/or its stakeholders.*
- *Content uploaded to Social Media must be carefully moderated and controlled to ensure that no data privacy, child protection or applicable rules/laws are breached.*
- *Rowing topics are widely discussed throughout all social media platforms. It is important that we can use these same, or similar, platforms to promote and outline official WBC policies approved by the WBC Committee.*

General awareness for all individuals involved with WBC

WBC operates their own Social Media presence and this is internally governed and managed. The Club will always strive to ensure that any official Social Media posts adhere to the standards set out by Rowing Ireland and Sport Ireland.

However, a broader issue than this is the use of private Social Media accounts by individuals associated with the club.

The WBC committee, athletes, parents/guardians and volunteers must be conscious of their online activity, as there can be a blurred line between personal and professional online profiles. At all times, WBC members must be aware that their posts can be deemed to reflect the opinion and views of WBC.

Coaches, Volunteers and Athletes using Personal Social Media Accounts:

- Should avoid commenting negatively on rowing-related issues via social media, as their opinions can be interpreted as the views of WBC and Rowing Ireland.
- Should be conscious of any personal content or activities that could be seen to be damaging to the reputation of WBC.
- Should at all times respect the brand, trademark, and copyrighted information and imagery of WBC. They should consider comments they post relating to WBC.
- Should re-post official WBC and Rowing Ireland content rather than create their own where possible.
- Maybe privy to confidential information that is not intended for the general public. They should be careful not to disclose information to others or online if it is not available to the public.
- Data Protection Rules, Laws of Defamation and Libel Laws should be considered at all times. Recent court awards have confirmed that the Irish Libel Law extends to social media, and what is posted online may render the individual liable to pay compensation if a case is lost.
- At all times, online posts should be respectful of all individuals, races, religions and cultures and the fact that rowing, like many sports, is an all-island sport. Disrespectful or discriminatory posts and/or comments on personal social media outlets reflect poorly on the individual commenting and negatively on WBC.
- May not use bad language in any posts pertaining to WBC.
- When posting images related to WBC, they should seek permission from all parties to ensure they have their consent.
- Club Members, parents, volunteers, etc should never post any negative comments online about:
 - Fellow squad members
 - Competitors
 - Event organisers or sponsors
 - Rowing Ireland
 - WBC Coaches, volunteers or committee members

There are formal processes for making complaints or airing grievances. Social media is not to be used for this purpose.

The golden rule is - 'if you have nothing good to say, say nothing'. Younger athletes in particular, could damage career prospects through ill-advised social media posts or ill considered emails/texts/images/videos etc.

THE NAMES OF THE CAPTAIN AND PRO CAN BE FOUND ON THE HEALTH AND SAFETY NOTICEBOARD.