



**THE  
CAMOGIE  
ASSOCIATION**

An Cumann Camógaíochta

# Social Media Policy

March 2017

## 1. Introduction

The Camogie Association is the governing body for the sport. The reputation of the Association and the sport is a key responsibility for it as the national governing body and for its Unit members at all levels.

This social media policy is designed to give players, coaches, administrators and officers, referees, mentors, employees, committee members and all other members of the Association direction to ensure that this reputation is carefully managed.

A lot of social media activity is of an individual nature – from person's own accounts. However, the difference between this and an official comment may not always be fully clear to the general public. Therefore, any statements by Camogie Association members could be taken to represent your club, county, province or the opinion of the governing body.

The aim of this policy is to ensure the reputation of the members of the Camogie Association and the reputation of its Units, sport and the governing body.

## 2. Social Media Policy

Social Media is understood as all websites and applications that enable users to create and share content or to participate in online social networking. This includes but is not limited to Facebook, Twitter, Flickr, WhatsApp, Messenger, Instagram, Snapchat and any website.

As an individual member or as a Unit member or an employee of the Camogie Association you:

- 2.1 Agree that you/Unit must comply will all relevant laws and regulations in Ireland and globally in force at the time - in particular:

- a) Copyright and Related Acts
- b) Data Protection Acts
- c) Child Trafficking and Pornography Acts
- d) Defamation Act
- e) Prohibition of Incitement to Hatred Act and

You/Unit must adhere to relevant Association policies in force at the time such as:

- f) Use of Association trademarks
- g) Rules 2.3 and 2.5 of the Official Guide Part I
- h) Confidentiality policy
- i) Code of Practice for all Officers of the Association Official Guide Part 3
- j) Our Games Our Code, the Code of Best Practice in Youth Sport when Working with Underage Players.

**2.2** Agree to take responsibility for all Camogie-related comments, photography and digital media posted on personal and public social media accounts (including immediately removing all posts and comments made by other people on your/Unit social media page which are, or could be, in breach of this policy).

2.2.1 The use of digital media must comply with copyright legislation.

2.2.2 The use of photography must be compliant with intellectual property rights. Photographs posted on social media sites can be easily appropriated. Consider adding a watermark and/or posting images at 72dpi and approx. 800 x 600 resolution to protect your intellectual property if you are the photographer. Images of this size are adequate for viewing online but not suitable for printing.

**2.3** Agree not to post offensive or inappropriate material on social media such as the following examples:

- 2.3.1 Airing of grievances against decisions of governing body, its Sub Committees, Units or referees (there are formal mechanisms within the Camogie Association for these and these are the appropriate mechanisms for airing of such grievances or differences)
  - 2.3.2 Threatening, abusive or insulting statements that are likely to stir up hatred or are deemed to be personal
  - 2.3.3 Photos, videos, comments or posts showing the personal use of alcohol/drugs
  - 2.3.4 Photos, videos, comments or posts that condone drug related activity
  - 2.3.5 Content that is unsportsmanlike, derogatory, demeaning or threatening towards any other individual or entity. No posts should depict or encourage unacceptable, violent or illegal activities
  - 2.3.6 Photos, videos, comments or posts that are of a sexual nature
  - 2.3.7 Agree not to knowingly post inaccurate Camogie-related information or facts.
- 2.4** Agree not to disclose any information that is confidential or private in relation to players, teams, the Camogie Association and its Units, Camogie Association partners. This includes not posting phone numbers and/or emails of any of these or of any external entity without their express permission.
- 2.5** Agree not to make or endorse any public statements that may have a negative effect on any member of the Camogie Association or its referees, officials or officers at all levels.
- 2.6** Agree not to enter into or start social media conversation that brings you, any Unit of the Association, the Camogie Association and its partners, the game of Camogie or any players, teams or people officiating at games, into disrepute.

- 2.7** All Units should only use an 'organisation' account/s on social media i.e. their official account.
  - 2.7.1 Official accounts must be administered by at least two people appointed by and answerable to the Unit Executive Committee
  - 2.7.2 The appointed people should be at ease with the use of social media and should comprise the Unit PRO and one other registered member or Unit Officer
  - 2.7.3 The official accounts must be checked on a daily basis by a registered member of the Association who is also an elected officer of the Unit, appointed by the Unit Executive Committee.
  
- 2.8** People who take up official ambassador roles for the Association at national or provincial or county levels do so on the understanding to positively promote Camogie and will be required to act in accordance with this social media policy.
  
- 2.9** Agree to remove a photo of a person/s or the image of a child, on the written request of the person/s or the parent, guardian of a child or by a Unit Children's Officer.
  
- 2.10** Understand that if by any act or omission you/Unit have caused a breach of any of the above, sanctions may be imposed on you in accordance with the policy.

### 3. Dealings with allegations of breaches of this policy and or the law

#### 3.1 Notice and Take Down Procedure

The Association operates a 'notice and take down procedure' for Association operated social networking activity at national level and for Unit operated social networking activity at all other levels of the Association.

3.1.1 If you/Unit has a complaint or objection to material or content posted on the national Association or Provincial Unit or International Units' social media platforms, or if you believe that such material is in contravention of this policy or the legislation please submit your complaint in writing to [info@camogie.ie](mailto:info@camogie.ie) to the Camogie Association.

3.1.2 If you/Unit has a similar complaint regarding postings on County Board social media platforms please submit your complaint in writing to the Provincial Secretary at [secretary.\[name of province\]@camogie.ie](mailto:secretary.[name of province]@camogie.ie) and Provincial PRO [pro.\[name of province\]@camogie.ie](mailto:pro.[name of province]@camogie.ie)

3.1.3 If you/Unit has a similar complaint regarding posts on Camogie club social media platforms please submit your complaint in writing to the County Secretary at [secretary.\[name of county\]@camogie.ie](mailto:secretary.[name of county]@camogie.ie) and County PRO [pro.\[name of county\]@camogie.ie](mailto:pro.[name of county]@camogie.ie)

The following actions will then be taken:

- Acknowledgement of receipt of the complaint at the earliest opportunity but no later than within 72 hours
- Verify the complaint by contacting the complainant and make an initial assessment of the complaint within 24 hours of acknowledging receipt of the complaint

- Where the Association or the relevant Unit considers it appropriate it will edit or remove the content which is the subject of the complaint pending a full enquiry
- Any editing or removal will be without prejudice
- On making a final determination on the complaint the Association or the relevant Unit may (i) decide to reinstate or not remove the content (ii) amend the content at its discretion (iii) permanently remove the content.

**3.2** In the case of postings deemed by the governing body to be a serious violation of this policy or the law the Association/Unit reserves the right to direct members/Units to take down postings, pending further enquiry. In these instances, the decision to do so must be made by the Communications Manager and Ard Stiúrthóir, or somebody designated in her/his absence, at governing body level; and by the Unit Secretary and PRO/or Chairperson/or Children’s Officer at Unit level.

**3.3** In the case of Units against whom allegations of a breach of this policy is made, or allegation of failing to comply with 3.1 and 3.2 above are made, the Code of Practice for all Officers of the Association will be invoked.

In the case of persons, against whom allegations of a breach of this policy is made, or allegation of failing to comply with 3.1 and 3.2 above are made, the Mandatory Procedures Official Guide Part 4 will be invoked.

*Our Games Our Code* will be invoked in case of allegations about social media postings of concern in relation to and children/young people

In the case of staff, the procedures of the Employee Handbook will be invoked.

*Agreed by November Ard Chomhairle 2016*

Reviewed . . . . .

The Camogie Association  
Croke Park,  
Dublin 3



01 865 8651



info@camogie.ie



www.camogie.ie



www.twitter.com/officialcamogie



www.facebook.com/officialcamogieassociation



www.youtube.com/officialcamogie



www.instagram.com/officialcamogie



officialcamogie