



# **MUNSTER CRICKET**

## **SOCIAL MEDIA GUIDELINES**

March 2018



# SOCIAL MEDIA



Social media allows clubs the opportunity to connect with anyone who may be interested in following the club, or has an interest in their subject as a whole.

Used correctly, social media can be an informal, informative, laid-back and often humorous way of connecting with players and supporters, whilst also increasing the support of your club to wider areas.

Some clubs are very keen on social media interaction, and there have been plenty cases in the past where local clubs have content go 'viral', which is particularly interesting, funny, or topical.

Social media presents the opportunity to be creative about the marketing of your club, and also keep your club in the public eye, as well as connect with local, national, and international media outlets.

Clubs have also in the past garnered support from celebrities and sports stars, home and abroad, to promote big events, or big matches (finals etc.)

However there is a line which needs to be established between creating interesting content, and potentially offending an individual or groups. If in doubt **DON'T POST**



# THE DO'S AND DON'TS OF SOCIAL MEDIA

## Do

- Keep your social channels updated regularly, especially in the off-season.
- Try to always post pictures with your content, keep a database of photos you can use.
- Try to give live scores as much as you can, this is a real traffic driver to social media accounts.
- Reach out to local media sources, as well as cricketing accounts. Particularly on matchday when on Twitter - you have a good chance of getting live scores retweeted.
- Be open to criticism and comment on social media from private parties, and resist the urge to engage if there's any change of antagonising the situation.
- Use the hashtag **#MunsterCricket** when using Twitter, and be inventive with your own hashtags which can drive conversations.
- Use as many opportunities as you can to promote your club and its events.
- Try and encourage your members and players to interact with your club account. Weekly polls and galleries can be a great way of keeping local members interacting.
- Be proactive in contacting Munster Cricket should you need any advice in posting, or dealing with a particular situation



# THE DO'S AND DON'TS OF SOCIAL MEDIA

## DO NOT

- Disclose any information that is confidential to an individual, club, Munster Cricket, or any third party that has disclosed information.
- Deliberately post to cause argument, controversy, hurt or insult to any individual or group, either associated with Munster Cricket or otherwise.
- Post pictures without permission from the owner/subjects.
- Use Munster Cricket or its partners' logos or trademarks without permission.
- Claim ownership of something (articles, photos, videos etc) that isn't yours.
- Post anything on an official account which pertains to your personal life/account.
- Post anything which is violent, sexually explicit, obscene, racist, abusive, hateful, defamatory, libellous or inappropriate relating to under age players.
- Post anything that encourages illegal activity.

# MODERATION



When someone posts a comment on a social media channel, the site administrator can 'moderate' that comment.

In other words, they review the content and can approve it or not, before or after it is published. Different moderators operate different policies, but all are responsible for the material that appears on their sites. In addition to comments, this can also apply to video, audio and other content that a user posts on a site.

If someone posts libellous, defamatory, offensive or violent content, a club has the right to take action to remove that post.

We will not remove valid criticism on our channels, and encourage other clubs to do the same. If someone has something negative to say but does it in a civil manner, and in the context of an online conversation, their opinion has the right to be facilitated.

However clubs can reserve the right to withdraw certain posts and remove inappropriate comments.

# RESOURCES



Many of the biggest sporting organisations in the world have adapted specific media guidelines. These can offer further information into the specifics of social media, as well as other aspects of online life clubs may come across.

- [Cricket Leinster Social Media Guide](#)
- [GAA Social Media Guidelines](#)
- [Appropriate Use of Social Networking Tools: Guidelines for Youth Work Staff & Volunteers](#)
- [ECB Guidance for clubs on the use of Social Media, texts & email](#)