



## Social Media Policy and Guidance

*“Social media is a great opportunity to communicate with both existing members of your venue, as well as with potential new players or members. The use of social media can be a relatively cost-effective and targeted approach to establishing an effective promotional and marketing platform for your venue.*

*Whilst it may seem a little daunting to start with, social media is about experimenting and learning as you go to identify the best approach for communicating with your members and the wider community.”*

LTA, 2018

### What is Social Media?

Social Media is defined as an online platform/applications that enable users to create and share content or to participate in social networking. This includes websites, blogs, chat rooms, social networks (e.g. Facebook, LinkedIn, Twitter and Instagram) and video-sharing sites (e.g. YouTube).

It is essential that volunteers, members and players make informed decisions about how they use the internet, mobile phone and email communications to protect Tennis Shropshire and our volunteers.

Everyone involved in Tennis Shropshire has the responsibility to safeguard both on and off the court, including communications.

### Tennis Shropshire Social Media Platforms

Tennis Shropshire uses the following social media platforms:

- Website: <https://www.tennisshropshire.co.uk/>
- Facebook: <https://www.facebook.com/TennisShrops>
- Twitter: <https://twitter.com/TennisShrops>

### What will we promote?

We will create/repost/tweet any of the following type of posts:

- Any tournament results from Shropshire players;
- Any free tennis club events (e.g. open days);
- Any Tennis Shropshire tournaments, initiatives or sponsored events (e.g. World Tennis Tours);
- Any tennis related qualification opportunities and graduations (e.g. Tennis Futures, Level 1, 2...etc.
- Any tennis related job/volunteering opportunities in Shropshire and neighbouring counties, and
- Any LTA club initiatives (e.g. Tennis for Kids) but we will do this as a whole for Shropshire, rather than for an individual club;
- Any posts regarding British Tennis Players, training courses and initiatives from reputable sources.

### Engaging with Tennis Shropshire content

Tennis Shropshire encourages debate and discussion; however, comments will be monitored and moderated in line with the guidance below.

Comments should:

- Be relevant to the topic and reasonably concise;
- Be respectful, and not malicious or offensive;
- Not include swearing or obscenity;
- Not include personal/sensitive information about any individual;
- Not be libelous, or break the law in any way;
- Not incite hatred on the basis of race, religion, gender, nationality or sexuality;
- Not advertise products and services, or constitute spamming;
- Not falsely claim to be or represent a person or organisation;
- Not engage in party politics or electioneering; and
- Not be in a language other than English.

If your comments are removed, it means moderators feel that the contribution does not comply with the guidelines listed above.

### What do clubs need to do to get involved?

1. Abide by the LTA's policies, especially in relation to photography and publication – follow this [link](#) – and don't forget to take pictures in 'landscape' rather than portrait.
2. Make sure you are 'taggable' on Facebook – i.e. you have a @xxxtennisclub (without this we cannot tag you in a post/tweet).
3. Follow Tennis Shropshire on [Twitter](#) and [Facebook](#) (@TennisShrops).
4. Tag us in one of your tweets/posts using "@TennisShrops" – if you do "#" it doesn't notify us!
5. Some stories may also be suitable for the Tennis Shropshire website or for a press release – if you'd like yours to be considered please email the information, and crucially images, to the contact details below.
6. We are always on the lookout for new images that show how wonderful tennis in Shropshire is, so if you have any that you'd be happy for us to use on social media please contact us through the below details.

### Contact details

If you're not sure ask us – just private message us through one of our social media channels and we will get back to you as soon as possible.

The LTA have also provided additional help in relation to social media – follow this [link](#) for more information and guidance.

Our Social Media Officers are:

- Elaine Muir – Website - [elaine.muir@btinternet.com](mailto:elaine.muir@btinternet.com)
- Stuart Dunn – Twitter and Tennis Press Releases – [info@stuardunnssportandpr.com](mailto:info@stuardunnssportandpr.com) or 07801 096858
- Sarah Downes – Facebook – [sarah.tennisshropshire@gmail.co.uk](mailto:sarah.tennisshropshire@gmail.co.uk)

### Disclaimer

Tennis Shropshire is not responsible for any content on external websites.