



**CYCLING
IRELAND**

Cycling Ireland Social Media Policy

Cycling Ireland Social Media Policy– Version Control

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Version Control History:

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Version No.	Date	Status
1	12/06/2022	GMCI – Initial Draft from Sport Ireland Guidance based on a Type C organisation

Why an organisation needs a social media policy

A social media policy outlines how an organisation and its employees should conduct themselves via the web, and all online media channels. A social media policy is an element of a business code of conduct, letting people in the organisation know how to act on social media and online.

Four of the five principles of the Sport Ireland Governance Code have sub-principles that make it important to have a clear and transparent social media policy. Communicating with stakeholders and protecting the reputation of the organisation are both basic principles of good governance, and ones that are underpinned through the correct use of social media.

Principle 1 (Leading our organisation), speaks of ‘Managing, supporting and holding to account staff, volunteers and all who act on behalf of the organisation’, while principle 3 (Being Transparent and Accountable) speaks of ‘making sure there is regular and effective communication with our stakeholders about our organisation. Principle 4 (Working Effectively) speaks of ‘Making sure that our staff and volunteers understand their role and legal duties’ while principle 5 (Behaving with Integrity) speaks of ‘Protecting and promoting our organisation's reputation’.

A good social media policy will set out what online behaviours staff and volunteers are expected to conform to, as well as setting out intentions and plans around effective communication with stakeholders. A good social media policy helps protect the organisation’s online reputation and encourages volunteers and employees to also get involved in sharing about the organisation in their online networks.

1. INTRODUCTION

Cycling Ireland is the National Governing Body (NGB) for the promotion of the sport and activity of Cycling on the island of Ireland. The reputation of Cycling Ireland and the sport is a key responsibility for it as the NGB and for its sub-committees, clubs, volunteers and members at all levels. This social media policy is intended to give athletes, coaches, administrators and officers, Commissaires, mentors, employees, committee members and all other members of Cycling Ireland 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 Cycling Ireland members could be taken to represent your club, province or the opinion of Cycling Ireland. The aim of this policy is to protect the reputation of the members of Cycling Ireland and the reputation of its sub-committees, clubs, sport and the national 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, TikTok, Messenger, Instagram, WhatsApp, Snapchat and any website.

As an individual member or as a sub-committee, club member or an employee of Cycling Ireland you:

2.1. Agree that you 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 must adhere to relevant Cycling Ireland policies in force at the time such as:

- f) Privacy policy
- g) Brand Guidelines
- h) Code of Conduct
- i) Safeguarding Policy
- j) Equality Policy

2.2. Agree to take responsibility for all Cycling 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 social media page or social media pages which you may be an administrator of 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 Cycling Ireland, its sub-committees, clubs or Commissaires referees
- 2.3.2. Threatening, abusive or insulting statements that are likely to incite hatred or are deemed to be personal
- 2.3.3. Photos, videos, comments or posts showing the personal use of drugs
- 2.3.4. Photos, videos, comments or posts that condone drug related activity
- 2.3.5. Content that is unsporting, 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 Cycling related information or facts.

2.4. Agree not to disclose any information that is confidential or private in relation to athletes, clubs, Cycling Ireland, its sub-committees or Cycling Ireland 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 Cycling Ireland or its Commissaires, officials or officers at any level.
- 2.6. Agree not to enter into or start social media conversation that brings you, any Cycling Ireland affiliated club, Cycling Ireland or its partners, the sport and activity of cycling or any athletes or people officiating at events, into disrepute.
- 2.7. All sub-committees and affiliated clubs 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 sub-committee or club Committee
 - 2.7.2. The appointed people should be at ease with the use of social media and should comprise the sub-committee/club PRO and one other registered member or officer
 - 2.7.3. The official accounts must be checked on a daily basis by a registered member of Cycling Ireland who is also an elected officer of the sub-committee/club and appointed by the sub-committee or club Committee to do so.
- 2.8. People who take up official ambassador roles for Cycling Ireland at national or provincial or club levels do so on the understanding to positively promote the sport and activity of cycling 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 sub-committee or club Children’s Officer.
- 2.10. Understand that if by any act or omission you or your sub-committee/club have caused a breach of any of the above, sanctions may be imposed on you in accordance with the policy.

3. Managing allegations of breaches of this policy and/or the law

3.1. Notice and Take Down Procedure

Cycling Ireland operates a ‘notice and take down procedure’ for Cycling Ireland operated social networking activity at national level and for sub-committee/club operated social networking activity at all other levels of organisation.

- 3.1.1. If you or your sub-committee/club has a complaint or objection to material or content posted on the Cycling Ireland 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 contactus@cyclingireland.ie for the attention of Cycling Ireland.

- 3.1.2. If you or your club has a similar complaint regarding postings on a sub-committee social media platform, please submit your complaint in writing to the Secretary and PRO of the sub-committee.
- 3.1.3. If you/Unit has a similar complaint regarding posts on an affiliate club or event social media platform please submit your complaint in writing to the secretary and PRO for the club or event concerned.

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 Cycling Ireland or the relevant sub-committee or club 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 Cycling Ireland or the relevant sub-committee/club may:

- a) decide to reinstate or not remove the content
- b) amend the content at its discretion
- c) permanently remove the content.

3.2 In the case of social media posts deemed by the national governing body to be a serious violation of this policy or the law Cycling Ireland reserves the right to direct members/sub-committees/clubs to take down postings, pending further enquiry. In these instances, the decision to do so must be made by the Cycling Ireland Communications Manager, or somebody designated in their absence, at national governing body level; and by the sub-committee/club Secretary and PRO/or Chairperson/or Children's Officer at regional or local level.

3.3 In the case of those against whom allegations of a breach of this policy is made, or allegation of failing to comply with 3.2 above are made, the Cycling Ireland Disputes Resolution and Disciplinary Policy will be invoked. Cycling Ireland Safeguarding Policy will be invoked in case of allegations about social media postings of concern in relation to children/young people or vulnerable adults. In the case of staff, the procedures of the Employee Handbook will be invoked.

Agreed by Board of Cycling Ireland Resolution June 20th 2022.