



OXFORDSHIRE & NORTH BUCKINGHAMSHIRE COUNTIES A.S.A.

DRAFT: SOCIAL MEDIA PROTOCOL

1. Purpose of This Document

- 1.1. This protocol document will govern activities related to social media communication via the ONB X (formerly Twitter) and Facebook channels.
- 1.2. It will ensure the [Swim England Wavepower requirements](#), specifically as they apply to social media (particularly photography), are incorporated into the relevant activities of ONB.
- 1.3. It will provide a framework to enable those communicating on behalf of ONB to complete activities appropriately and safely.

2. Aims of ONB Social Media Activity

- 2.1. ONB will use social media to encourage participation in all forms of swimming related activities – the definition of swimming to include speed and leisure swimming, para-swimming, diving, artistic swimming, water polo and open water swimming.
- 2.2. Seek to promote ONB and its work, advertise ONB events/courses and encourage volunteering across the county in order to provide appropriate opportunities for athletes.
- 2.3. The county's communications activity will also support and celebrate the work and achievements of ONB affiliated clubs regarding participation in swimming related activities.

3. General Protocol

- 3.1. Typically, Facebook will be used to broadcast forthcoming events and updates. X will also be used as an engagement tool, enabling more instant updates to be given. Both will include the use of photographs/video, with Wavepower requirements adhered to at all times.
- 3.2. Communicate details of, and achievements at, ONB run events and activities, including County Championships, talent camps and inter-county galas. Also, encourage volunteering help and support at these events and activities. Specifically promote ONB sponsored officials and coach development.
- 3.3. Promote the achievements of ONB clubs and swimmers, for example significant qualifications and performances at national events, talent development and volunteer encouragement/recognition.
- 3.4. Repost relevant posts that could be of interest to followers from British Swimming, Swim England and its regions, Swim Wales and Scottish Swimming, and their senior spokespeople.
- 3.5. 'Like' or repost communications from affiliated clubs, such as their communications on achievements, their own events such as open meets and volunteering pleas.
- 3.6. Display no favouritism to any discipline, club or swimmer - but acknowledging that swimming is the principal activity among the county's membership and is therefore likely to generate the vast majority of communications activity.



- 3.7. Include photographs/videos of those already in the public domain and/or those that feature swimmers who have given the relevant consents via their Clubs. It is assumed that Clubs will also be adhering to the requirements of Wavepower, but if there is any doubt that this is the case, the post will not be made.
- 3.8. Not promote or endorse a political or religious movement or campaign.
- 3.9. Not communicate, 'like' or repost any communication, or otherwise give it passive endorsement, that could be deemed derogatory to a participant, club or swimming body.
- 3.10. Be aware of the best practice guidelines detailed in Swim England [Wavepower](#), along with a useful legacy document '[The Good Club Guide to Social Media](#)'.

4. Administration

- 4.1. Posts from the ONB X handle (@ONB_ASA) and Facebook account (@OxonBucksASA) shall only be made by those given permission by the ONB Executive Officers. As a minimum the Social Media Co-ordinator, Lead Team Manager and County Coach should have access.
- 4.2. The ONB X and Facebook account passwords will remain confidential between those given permission and the Executive Officers. They will be changed periodically, including when volunteers with access change.
- 4.3. Two factor authentication will be used to protect the accounts from unauthorised access or hacking.
- 4.4. All ONB originated posts that include photographs of swimmers will only be made via the ONB iPad. The photographs will have been taken on the ONB iPad, following the requirements in Wavepower at all times, and stored securely on this device. For the avoidance of doubt, no photographs containing swimmers will be posted or reposted from the ONB X or Facebook accounts via the personal devices of those authorised to do so on behalf of ONB.

5. Disputes

- 5.1. Any concerns or complaints regarding ONB social media activity should be communicated to the ONB Chairperson for adjudication. Should the ONB Chairperson not be in post or be conflicted in any way, another Executive Officer will adjudicate.
- 5.2. The adjudicator will use their discretion and may additionally consult with other Executive or Elected Officers if required.
- 5.3. This protocol document will be used to guide their judgement, but will not bind them into making an appropriate decision.

Dated: September 2019

Endorsed at ONB Exec Cttee on 24th September 2019

Updated: February 2024 (following Swim England Wavepower update coming into effect Jan 2024)

To be recommended for endorsement at the March 2024 ONB Executive Meeting