**Social Media Guidelines**

**Monitoring:**

Head Office Administrator

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**Person Responsible:**

Chief Executive Officer

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# Social Media - Conditions of Use

This document reflects the current guidelines as determined by England Lacrosse in collaboration with England lacrosse staff (The term staff includes paid and unpaid volunteers and those on any form of secondment or attachment to England Lacrosse). This document is subject to modifications and amendments from time to time as required.

1. **All** requests for employee use of external social networks must be submitted to England Lacrosse through s.white@englandlacrosse.co.uk and must be pre-approved by the England Lacrosse marketing department.
2. **Use of company social network user IDs for personal use is prohibited.** Examples of prohibited use of company User IDs include: downloading and installing plug-ins or helper applications such as those that try to access the company e-mail directory, joining groups using a company user ID for personal reasons or adding personal friends to an employee’s friends or follower list.
3. **[Depending on the social network being used, England Lacrosse may want to provide a link to the current Terms of Service (TOS) or Terms of Use (TOU) for that network and require employees to acknowledge they have reviewed it.**

Creation of “groups” within the social network to support business goals is allowed. However, England Lacrosse agrees that they will regularly monitor and moderate group activity. It is the responsibility of England Lacrosse to monitor *individual* group member activity as well as to ensure company use of the social network complies with the social network’s Terms of Service (TOS) or Terms of Use (TOU), as applicable.

# ****Social Media Guidelines****

The following guidelines describe private, individual participation in social media channels such as Facebook, Twitter, Instagram, personal blogs, forums, YouTube, Flickr etc. for England Lacrosse employees. If your job requires you to manage England Lacrosse social media channels and you have questions, or you want to establish social media channels on behalf of England Lacrosse or an England Lacrosse group, contact the marketing department by sending an email to s.white@englandlacrosse.co.uk

These guidelines are intended to assist you in your use of social media tools as an individual. Please be aware that nothing in the use of these tools changes your responsibilities and obligations as an employee of England Lacrosse. England Lacrosse and its employees are required to act ethically, and it is every employee's obligation to review and understand England Lacrosse's standards of performance (held within the staff handbook), our communications policy, and their confidentiality obligations in other policies, such as the COMPUTERS, E-MAIL AND INTERNET USE POLICY & PROCEDURES

These guidelines reflect the principles that England Lacrosse employees should follow when engaging in online communication. They are intended to provide you with an understanding of both the proper and improper uses of social computing in an effort to make your conversations and interactions as rich as possible. At all times, England Lacrosse employees must **obey their local laws and adhere to local legal and ethical regulations.** Nevertheless, as online communication is global in nature, other laws and regulations may also be applicable to your communication.

Please be aware that, although English Lacrosse is providing you with these guidelines, the overall and final legal responsibility for any statement made by you will reside with you personally.

Therefore, you should exercise caution and thoughtfulness to statements you make online in personal and professional forums.

**Setting up personal spaces in social media channels** — You are free to set up any blog, space or other area within the given framework of the terms provided by the host of such spaces (e.g. Facebook, LinkedIn, Twitter etc). Statements made within these areas relating to England Lacrosse, its business practices or staff (paid or unpaid) must adhere to England Lacrosse standards of performance, please see your staff handbook.

Please contact the England Lacrosse Marketing Department whenever you intend to use “England Lacrosse" or any of its initiatives as any part of the name or URL to avoid confusion with official England Lacrosse communication. Any personal space should have a clear disclaimer that it is not an official space of England Lacrosse.

**Note:** This standard disclaimer does not by itself exempt England Lacrosse staff from a responsibility when blogging or otherwise communicating online.

By virtue of your position, consider whether personal thoughts may be misunderstood as expressing England Lacrosse positions, please assume that other staff members will read your posts. By virtue of your employment with England Lacrosse, any comment is inextricably linked to the organisation and therefore any disclaimer does not disassociate you from England Lacrosse when commenting in a personal capacity. All online communications are expected to adhere to England Lacrosse’s standards of performance (please see your staff handbook).

**Write in the first person**

When you contribute commentary about England Lacrosse or England Lacrosse related matters to an external audience, it is vital that you make it clear that you are speaking only for yourself (i.e. use the first-person singular, such as “I believe…” and not “We at ENGLAND LACROSSE believe…”). Any organisational messages should be made by official England Lacrosse accounts. There are different ways to do this. A simple and accepted approach is to include a disclaimer at the very beginning of your blog. If the blog is lengthy or long-standing, you should consider repeating the disclaimer inside the message. The disclaimer should state at a minimum that your point of view is personal, and it is not an official England Lacrosse point of view. **Make it simple. Make it clear.**

## **Identify yourself**

The value of social computing is diminished when people hide behind a pseudonym or an anonymous post. Trust is hard enough to establish and maintain over the Internet, and if you do not identify yourself, then do not be surprised if your well-considered contributions are brushed aside. Therefore, please identify yourself to provide additional authenticity to your online contributions.

**Be Honest**

Tell the truth and if you find you have made a mistake, issue a clarification or a withdrawal or whatever may suit the circumstance and make it abundantly clear that you have done so. Social computing is a tolerant neighbourhood - mistakes and errors will not make you a social outcast if you take responsibility. Rather than editing your content once it has been published, find ways to make your corrections transparent.

## **Be Respectful**

Simply carry the professionalism norms and standards of any England Lacrosse office onto the social computing platforms.

Be informative and interesting. Contribute your thoughts, experiences, observations, and opinions regarding issues you know and care about, but make sure to check your facts and figures — if you don't, someone else probably will.

## **Be Engaged and Be Informed**

Read the contributions of others. Know what the current conversations are and what people are saying in order to see if, and how, you may be able to contribute a new perspective. Participation is the fuel of social computing.

## **Aim for Quality, not Quantity**

Offer your contribution with context whenever you can. Provide links to other blogs, media articles or whatever sources you think are necessary. Make your content rich and interesting for others to read. Consider attaching documents when necessary (but not England Lacrosse internal documents, confidential or not, of course!). And in every case, keep the language simple and flowing. If you start a blog, encourage feedback and conversation - make sure your readers can add feedback to your blog and respond in a timely manner. A two-way communication exchange allows for a more meaningful conversation.

## **Don't Pick Fights**

When you see misrepresentations or patently false statements about England Lacrosse by contributors, the media, analysts or anyone else for that matter, you may certainly address these misrepresentations, even by joining someone else's conversation. But stick to the facts and make sure the facts you rely on are publicly available.

## **Protect Your Privacy**

**NEVER** disclose personal information.

## **Remember that you are still an England Lacrosse employee**

Do not make false, misleading or detrimental statements about England Lacrosse or England Lacrosse products and services. Consider that, although you are writing a personal blog, your statements will be considered an indication of the internal proceedings in England Lacrosse and how the organisation and our products and services are seen internally.

**How to Handle Media Enquiries**

Your contributions to social computing and the online conversations around England Lacrosse products, solutions, services and practices will help advance dialogue, maybe solve some problems, create awareness and possibly attract attention of all kinds, including the media.

If a member of the media contacts you, refer to the England Lacrosse Media Handling Guide and notify Caroline Royle or straight to Mark Coups. They will determine the best way to handle the enquiry.

Do not attempt to answer or give a personal opinion to any enquiries even if you think you are aware of the answer.

## **Legal Considerations**

Yes, you have legal responsibilities and they need to be considered. You must respect copyrights and other intellectual property, fair use and financial disclosure laws, and England Lacrosse ideals in general. Remember the following - do NOT talk about: perceived product or services defects or deficiencies; revenue projections; future product launch details; acquisition targets yet to be defined, or disclose corporate topics, product roadmaps, customer wins, our relationship to customers or partners or any other England Lacrosse internal information. Do not post materials from England Lacrosse partners or customers in your communication (whether marked as confidential or not) or otherwise make information public that you have received through interaction with customers or partners. Use your common sense, and when in doubt contact the England Lacrosse Marketing Department.

## **Social Computing and Your Primary Role**

Active contribution to social computing in its many forms can be time-consuming, so it is important that this does not interfere with your role at England lacrosse. If you find that your social computing activity interferes with your role at England Lacrosse, please speak with your manager to determine if your personal contributions can become official England Lacrosse communications in alignment with England Lacrosse as part of your job. If your manager and England Lacrosse Marketing department determines that it is not possible to incorporate your social computing activity into your role at England Lacrosse, you should reduce your involvement in social computing and consider posting a statement that explains why you are reducing your online activity.