



BASKETBALL IRELAND MEDIA & SOCIAL MEDIA POLICY

Policy Aim

The aim and objective of this Policy is to provide **guidelines** for all members of Basketball Ireland, officials, referees, area boards, clubs, national league teams, coaches, all registered players and members, regional and national teams/squads, including associated administrators, staff and volunteers in the effective and productive use of media channels, including social media, to promote and grow the sport of basketball.

Policy Application

Persons bound by this policy include Basketball Ireland registered members, players, officials, referees, clubs, coaches, employees, independent contractors, administrators and Basketball Ireland employees and will be referred to in the remainder of this policy as Team Members.

Policy Statement

- The Basketball Ireland Media Policy requires Team Members to use media, including social media, in a productive and positive manner that promotes the sport of basketball and affords respect to individuals and organisations involved in the sport at all times.
- Basketball Ireland promotes the practice of positive engagement and interaction with the media and encourages all persons bound by this policy to use media channels, including social media, appropriately.
- Basketball Ireland views all interaction and engagement with the media as a key way of communicating with fans, stakeholders and the wider public.

- This interaction includes, but is not exclusive to, the promotion of events, local and national leagues, the national teams, individual clubs and players and other events.
- Basketball Ireland acknowledges that both online and traditional media avenues are the primary sources for promoting the sport to the wider public. These channels also serve to best promote Basketball Ireland values, partners, sponsors and events.
- Basketball Ireland also recognizes that social media has moved towards the forefront in communicating and engaging a growing fan base, and treats all social media content whether written, photographic, video, or audio, as public comment which is accessible to all.

POLICY OPERATION

1. Reputation

Basketball is a sport that is continuing to grow in Ireland year by year. From local leagues to the national leagues and all the way through to the (inter)national teams across all age groups, the players and coaches involved and stories on and off the court can generate huge exposure in both a positive and negative sense.

Every Team Member is responsible for the profile of the sport and should respect that responsibility by interacting with the media in a positive manner.

It is the responsibility of all Team Members to respect their role within the sport and uphold the principles outlined for the greater good of basketball.

2. Media Guidelines

Basketball Ireland promotes the following Media Guidelines for use in all media interaction.

Please note that the most up-to-date version of this document will be housed in the live version on www.basketballireland.ie.

These are **guidelines only**, and may be supplemented or amended or varied by Basketball Ireland at any time at their discretion via the live document on www.basketballireland.ie.

- a) Do not comment negatively on any member of the Irish basketball team, or Basketball Ireland member, the governing body as a

whole or any Basketball Ireland programme, sponsor or stakeholder.

- b) Team Members should only speak/post/tweet about themselves and their own performances. Other than where a Team Member is posting/tweeting a positive, supporting or celebratory remark, Team Members should not discuss the performance of any other teammate, rival or squad member.
- c) In giving any interviews or engaging in any social media activities, Team Members must not disparage or criticise other Team Members, their performances, coaching, or disclose any confidential information. Team or individual coaches should only speak about players in their own coaching group or squad.
- d) From time to time, the CEO, or a CEO appointed individual will be deemed the Basketball Ireland spokesperson and therefore the only Team Member permitted to speak on behalf of, or about, the organization.

2a. Irish National Team Members:

- a) **Irish National Team** - The Head Coach, or his/her delegated appointee, is the official team spokesperson and therefore the only Team Member permitted to speak on behalf of, or about, the entire Irish team without prior written approval.
- b) **Irish National Team** - Team Members should not speak with, write for (act as a journalist) or provide quotes to any media representative without the permission of Basketball Ireland or the Media Manager.
- c) **Irish National Team** - Team Members are at liberty to accept or decline to be interviewed by the media, but are reminded of the commitment that the Irish national basketball team has a responsibility to share the journey and connect with those who invest in and believe in the sport

- d) **Irish National Team** - It is the personal responsibility of each Team Member to attend media trainings or interviews approved and/or organised by Basketball Ireland.

- e) **Irish National Team** - In giving any interview that includes a visual element, Team Members must wear items of uniform as determined and advised by Basketball Ireland or the official team manager. It is the Team Members' responsibility to ensure they read the briefing notes if provided.

3. Media Management

Basketball Ireland aims to manage and promote media engagement in a proactive manner.

Basketball Ireland aims to send their Media Manager to travel with teams where possible, to manage media commitments around key events.

In the event that the Basketball Ireland (BI) Media Manager does not travel with a team, the Team Manager of that team becomes the primary point of contact for all media management.

3a. Irish National Team Members

- a) All media requests relating to the Irish national teams must come directly to the Media Manager. If international team members are contacted directly, they should pass on all information to the Media Manager.

- b) The BI Media Manager acts as the liaison between all media and the Irish team.

- c) Outside of Mixed Zone requirements at a major championship, the BI Media Manager will seek the approval of the player and the team manager before any interview is arranged and undertaken. Outside of team media commitments and interaction, Team Members are reminded of their responsibility to promote the sport and not comment negatively on any member of a club, team, official, registered member, the governing body as a whole, partner or stakeholder.

- d) A Team Member must inform the BI Media Manager prior to any opportunity where he or she will be communicating or commenting to the media unless such comment or communication is limited to his or her performance or the performance of a competitor in the actual event.

4. Social Media Postings, Blogs and Tweets

- Basketball Ireland treats all written social media postings, blogs, status updates and tweets as 'public comment'.
- As a result, all persons bound by this Policy should not comment or respond to a comment in a way that may be construed as negative or may be considered derogatory towards others, or put themselves in a situation where they may harm their reputation, the reputation of their teammates, the Irish team or Basketball Ireland, including its sponsors and stakeholders or any other third party.

4a. Irish National Team Members

- a) In representing Ireland, Team Members are encouraged to promote the competition and their involvement in it.
- b) However, the use of Social Media should be confined solely to Team Members making positive personal competition-related experiences.
- c) In representing Ireland, Team Members are not permitted at any time to use Social Media to make or issue any statements that bring or have the potential to bring Basketball Ireland, other Team Members, staff, officials or other Basketball Ireland members and/or partners into disrepute.

4b. Personal use of social media

Basketball Ireland respects your right to use Social Media for personal use. However, it is important to be mindful of the impact of posts on social media.

Remember:

- Team Members are responsible for their conduct on social media.

- Team Members' personal views should not conflict with their role in basketball.
- Remember that what is published online may remain public for many years.

6. Photographs, Video, Audio

- Basketball Ireland treats all photographs, video and audio material posted on social media as public comment and accessible to the public.
- Any material that may be considered negative, derogatory or inappropriate towards persons bound by this Policy should not be posted.
- **IMPORTANT:** Where content is gathered in a team or event environment as part of standard media and communications practices by Basketball Ireland staff, **approval for posting such material is covered under agreeing to this policy** for all Team Members.
- Persons bound by this Policy (Team Members) should also be mindful that material posted may be subject to intellectual property rights and all relevant consents and waivers should be obtained before using any material that may be subject to intellectual property rights.

7. Education

- Basketball Ireland makes a commitment to actively educate persons bound by this Policy on best practice for interacting with traditional media and in the use of social media.
- Basketball Ireland works with Sport Ireland and Sport Northern Ireland to educate members on what is an appropriate use of social media, and what is not.

8. Promotions & Image/Intellectual Property Rights

- By agreeing to this policy, Team Members grant to Basketball Ireland a non-exclusive, royalty-free, irrevocable personal license (and through it, to Sport Ireland) to use the Team Member's name, voice, image, likeness, performance and appearance in events or activities (including photographs, film, video and voice

recordings of the Team Member's performance) for the purpose of the promotion and advertisement of basketball and Basketball Ireland.

- No use is permitted whatsoever by any party if such use would be detrimental to the reputation of the Team Member or otherwise derogatory or offensive.
- The Team Member agrees that s/he will not use the Basketball Ireland Intellectual Property in conjunction with any personal commercial arrangements of the athlete without the prior written approval of Basketball Ireland.

9. Liability

- When Persons bound by this Policy (Team Members) choose to go public with any comments or material in any way, including on social media, they are solely responsible for such comments and materials.
- Individuals should be aware that they could be held personally liable for any comments and material that may be deemed to be defamatory, obscene or proprietary. In essence, persons bound by this Policy post comments and materials at their own risk.
- Furthermore, persons bound by this Policy should at all times make it clear that any comments and materials are made in their individual capacity and that they do not represent the views of Basketball Ireland, its sponsors or any other third party.

10. Monitoring

- Basketball Ireland may monitor social media content of persons bound by this Policy.
- Basketball Ireland also monitors traditional and online media content, which could impact on the reputation and brand image.

11. Infringements

- A breach of this Media Policy will be a breach of the applicable registered membership.
- Basketball Ireland reserves its right to take any appropriate measures with respect to infringements of this Policy, including

issuing a Take Down notice, imposing other sanctions, and or taking legal action for damages.

12. Amendment/Interpretation

- Basketball Ireland reserves the right to amend this Policy, as it deems appropriate.
- The most up-to-date version of this document and will be the live version on www.basketballireland.ie.
- The Basketball Ireland Board shall be the final authority with respect to the interpretation and implementation of this Policy.