



**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 Twitter and Facebook channels.
- 1.2. It will provide a framework to enable those communicating on behalf of ONB to complete activities appropriately.

**2. Aims of ONB Social Media Activity**

- 2.1. ONB will use social media to encourage participation in all forms of swimming related activities, including speed and leisure swimming, diving, synchronized 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. ONB's social media activity will:**

- 3.1. Typically use Facebook to broadcast forthcoming events and updates. Twitter will also be used as an engagement tool, enabling more instant updates to be given. Both will include the use of photographs/video.
- 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. Retweet relevant tweets 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' 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 most likely to generate most 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.
- 3.8. Not promote or endorse a political or religious movement or campaign.
- 3.9. Not communicate, 'like' or retweet 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 'The Good Club Guide to Social Media' published by Swim England (ASA) which can be found here:  
[www.swimming.org/library/documents/1550/download](http://www.swimming.org/library/documents/1550/download)

#### **4. Administration**

- 4.1. Tweets from the ONB Twitter handle (@ONB\_ASA) and Facebook account (@OxonBucksASA) shall only be made by those given permission by the ONB Executive Officers. As a minimum a 'Lead Tweeter' and ONB County Coach should have access.
- 4.2. The ONB Twitter and Facebook account passwords will remain confidential between those given permission and the Executive Officers. They will be changed annually to coincide with the AGM.

#### **5. Disputes**

- 5.1. Any concerns or complaints regarding ONB social media activity should be communicated to the ONB Chairperson, who will adjudicate, using their discretion and additionally consult with other Executive Officers, if required. This protocol document will be used to guide their judgement but will not bind them into making an appropriate decision.

Sept 2019