



Welsh Short Mat Bowls Association

POLICY STATEMENT – SOCIAL MEDIA

(Not yet adopted by WSMBA Executive)

Last amended June 2025

The Welsh Short Mat Bowls Association is committed to promoting the sport widely to both current and potential players across Wales. As part of this promotion, the use of social media to showcase and report on key events within the calendar is common. This policy is designed to safeguard the association and its members.

Purpose

This policy outlines the expectations and responsibilities for the use of social media by members and representatives of the Welsh Short Mat Bowls Association. It aims to:

- Promote the sport of bowls in a positive light.
- Protect the reputation of the Association and its members.
- Ensure respectful and inclusive online interactions.

Scope

This policy applies to:

- All members, players, coaches, officials, and volunteers.
- All official and personal use of social media platforms (e.g., Facebook, X/Twitter, Instagram, TikTok, YouTube, WhatsApp, forums, blogs) when referencing the Association or its activities.

Guidelines for Official Accounts

- Only authorized individuals may post on behalf of the Association.
- Content must be accurate, respectful, and aligned with the Association's values.
- No confidential or sensitive information should be shared without approval.
- All posts should promote inclusivity, sportsmanship, and community spirit.

Guidelines for Personal Use

Members are encouraged to:

- Share their passion for bowls in a positive and respectful manner.
- Use common sense and good judgment when posting about the Association.
- Avoid posting content that could be seen as offensive, discriminatory, or damaging to the Association's reputation.

Members must not:

- Harass, bully, or defame others.
- Share confidential or private information about other members or the Association.
- Use the Association's logo or branding without permission.

Reporting and Enforcement

- Any breaches of this policy should be reported to the Association's Executive Committee or any of the Association's officials.
- Breaches may result in disciplinary action, including warnings, suspension, or expulsion from the Association.

Policy Review

This policy will be reviewed every two years or as needed to reflect changes in technology, law, or the needs of the Association.