



NIACUS

Social Media Guidelines 2024

Introduction

The Northern Ireland Association of Cricket Umpires and Scorers (NIACUS) acknowledges the evolving digital landscape and the significant role social media plays in our personal and professional lives. We are committed to guiding our members through the responsible use of social media platforms, balancing freedom of expression with the need to maintain the association's integrity and reputation.

Scope

These updated guidelines apply to a wide range of digital platforms, including, but not limited to, social networking sites (e.g. Facebook, Instagram, LinkedIn, X [formerly Twitter]), content-sharing platforms (e.g. YouTube, TikTok), blogs, forums, and any emerging digital spaces that facilitate public or semi-public communication.

Principles

1. **Responsibility and Accountability:** Each member is personally accountable for their online behaviour. Before posting, consider the impact your words may have on your reputation, the association's standing, and others in the cricket community.
2. **Professionalism in Conduct:** Always communicate in a manner that reflects positively on the association. Avoid derogatory comments, misinformation, and any form of harassment or discrimination.
3. **Privacy and Confidentiality:** Respect personal and professional boundaries. Do not share confidential information related to NIACUS, its members, or any cricket-related activities without authorisation.

4. **Intellectual Property:** Acknowledge the source of any third-party content you share. Ensure you have the right to use someone else's material, and provide appropriate attribution when necessary.
5. **Engagement Guidelines:** Engage in social media mindfully. While expressing opinions on controversial subjects, remain respectful and considerate. Abstain from engaging in topics that could harm the association's impartiality or integrity.
6. **Official Use:** Social media use in an official capacity or whilst officiating must be pre-approved by an officer of NIACUS. This includes making statements, sharing news, or representing NIACUS in any form on social media platforms.
7. **Monitoring and Reporting:** Members are encouraged to report any social media activity that potentially breaches these guidelines to an executive committee member or designated officer.
8. **Consequences of Non-Compliance:** Failure to adhere to these guidelines may result in disciplinary action. Based on the severity of the breach, such action could range from an informal warning to expulsion from the association.

Support and Clarification

NIACUS is dedicated to fostering a positive online community for our members. Should you have questions about these guidelines or require advice on managing specific social media situations, please reach out to a member of the Executive Committee or designated social media advisor.

9 April 2024