



Policy 12: Social Media, Marketing and Representation

12.01 Statement of Policy and purpose

The British Aikido Association recognise that social interaction on the Internet is an important and integral part of life and, if used correctly, can support valuable commercial and membership opportunities. However inappropriate use of social media can be a serious drain on resources and can pose a significant reputational, organisational and membership risk. We recognise the importance of the internet in shaping the public view of our association. The association is committed to supporting members right to interact responsibly and knowledgeably on the internet through social media. We want our members to share and learn from others in order to build a valuable online community.

The purpose of these guidelines is two fold, first to protect our interests, including, but not limited to, the privacy of our members and confidentiality regarding association development, plans, partners, users and competitors. Second these guidelines will help you make respectful and appropriate decisions about individual interactions with people on social media.

Member's personal online activity is your business. However, any activity that effects the association or the performance of the association or its members is a proper focus for this social media policy.

Individuals must always assume that activity related to social media is always visible to the association and the wider public. The association reserves the right to direct its members to avoid certain subjects and remove inappropriate comments and posts.

It is our policy that the association and its members may make use of social media, as set out in this policy.

12.02 Policy Purpose

The purpose of this policy is to ensure that all members understand: -

- the extent to which personal use of social media is permitted
- the limitations on the use of social media
- the types of use of social media that could expose the association to legal liability.

12.03 Who and what does this policy apply

a. all officers of the association, elected or appointed, directors and members of the Executive Committee, consultants, contractors, coaches, members and volunteers.

b. use by said members of websites, specifically aimed at social interaction such as Face book, Linkdin, Wikipedia and twitter as well as blogging, participation in Wikis and the use of interactive features or the ability to post or publish comments or information (including video, audio, photographs and text) with other peoples websites/social media).

c. use of social media for association and/or personal purposes, whether or not on association business and irrespective of whether association equipment or resources are used.



12.04 Responsible Officer

The Communications Officer has general responsibility in respect oversight and updating the policy. All members have personal responsibility for maintenance of the policy. Executive Officers have special responsibility for leading by dissemination to all members and are responsible for monitoring and compliance.

12.05 Guidelines for discussing information on the internet

Individual members are not authorized to speak on behalf of the association without express permission from the Executive Committee. If you have permission to discuss the association and /or current and potential activities, members or competitors please follow these guidelines

- **identification**, identify yourself, including your name and when appropriate state your role or title within the association.
- **disclaimer**, use a disclaimer that “ the views you express on the particular social media are yours alone and do not represent the views of the association”.
- **proof**, support any statement made on social media with factual evidence
- **confidentiality**, ensure any publication does not infringe the rights of the individual
- **disclosure**, inform the Executive Committee about the content you plan to publish, the association may want to visit the social media to understand your point of view.

12.06 Guidelines for confidential and proprietary information

Members may not share that is confidential and proprietary about the association. This includes, but is not limited to, company strategy, information about trademarks, upcoming or new activity, finances, individual personal information and any other information that has not been publicly released by the association.

The above list is given as example only and does not cover the range of what the association considers confidential and proprietary. If any questions about whether information has been released publicly or any other concerns, please speak with the executive Committee before releasing information or comment that could potentially harm the association, or our current and potential interests, other members or associates.

The association logo and trademarks may not be used without explicit permission in writing from the association. This is to prevent the appearance that you speak for or officially represent the association

The association logo is permissible for use on club members websites linked to wording clearly stating membership of the association.

It is permissible to quote or copy others, but individuals should never attempt to pass off someone else's words, photography, or other information as your own. All copyright, privacy and other laws that apply offline apply online as well. Always give proper credit to your sources when posting a link or information gathering from another source.



12.07 Ownership of Social Media contacts

Any social media contacts, including “followers” or “friends” that are acquired through accounts (including, but not limited to email addresses, blogs, twitter, facebook, Youtube, or other social media networks) created on behalf of the association are the property of the association.

12.08 Transparency and Disclosure

If you have permission to publicly share with other members, the public or other organisations, such as launching a new website you must disclose your relationship to the other party. It maybe necessary to complete a:-

**A “Conflict of Interest” statement. (Appendix 1)
and / or**

A “Memorandum of Understanding” agreement (Appendix 2)

Do not discuss the organisation in social media in exchange for payment. If you receive a product or service to review for free, you must disclose it to the Executive Committee.

12.09 Respect and Privacy Rights

- Use common sense
- Follow the rules of the social media sites you use
- Speak respectfully about the association and our current and potential members
- Write knowledgeably, accurately and with appropriate professionalism, despite disclaimers, your social media interactions can result in members of the public forming opinions about the association.
- Refrain from publishing anything that could reflect negatively on the associations reputation or otherwise embarrass the organisation, including posts about drug or alcohol abuse, profanity, off colour or sexual humour, and other inappropriate conduct.
- Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would otherwise be acceptable to the association.
- Please also show respect for topics that may be considered objectionable or inflammatory.
- Honour the privacy rights of current members by seeking their permission before writing about or displaying internal association information that could be considered a breach of their privacy and confidentiality.
- Respect the law, including those laws governing defamation, discrimination, harassment and copyright and fair use.

12.10 Media

Media enquiries for information about the association should be referred to the Executive Committee. This does not specifically include opinions, writing and interviews on topics aside from association information.

12.11 Non-Competition

You may not sell or use information of any of the association’s services without permission in writing from the Executive Committee. This includes but is not limited to training packages, technical texts, and member’s details.



12.12 Legal Liability

The association complies with all UK laws that apply to operations and activities. If you are involved in association operations and activities, you are responsible for understanding and observing these policies.

Note that the breach of privacy and confidentiality, use of copyright materials, unfounded or derogatory statements, or misrepresentation may be considered illegal and is not accepted by the association.

Each member is personally responsible, and maybe legally liable, for the content they publish online. You can be sued for not disclosing your relationship to the association, or for the spreading of false information. You can also be sued by individuals for views or commentary, content or images as defamatory, pornographic, proprietary, harassing, libellous or creating a hostile environment. In addition to potential legal action, your activity can result in disciplinary action up to and including termination of membership.

12.13 Website.

The BAA will maintain its own web pages, appointing a 'webmaster' to maintain the site and update information as required by the Executive Committee of the Association.

The address of the BAA web site will be: www.britishaikidoassociation.org.uk

All member clubs of the BAA will have a page on the Association's web site which will describe the location and practice times of the club, the contact details of the club secretary, including email address where applicable, and the names and grades of the qualified coaches.

Links to the club's own pages may also be offered. These links may be withdrawn if it is felt by the EC that the content is not in line with BAA policy for example, listing non-qualified instructors.

Initial information for the club page will be taken from the application for club membership.

Changes to the details of club information posted on the BAA web pages must be advised to the Membership Officer or General Secretary

The Membership Officer will be responsible for advising the 'webmaster' and the General Secretary of any new or amended club information.

Regular BAA information for posting on the web e.g. competition or grading results, will normally be forwarded to 'webmaster' and copied to the general secretary for the official records.

In normal circumstances the 'webmaster' will post only information that has been forwarded by officers of the BAA.

Affiliated organisations will also be offered a link on the BAA's web site the use of Acrobat files within the BAA's web pages will be commonplace to aid quick download for interested parties and to help maintain the integrity of the original files.



Webmasters' of individual member club sites are asked to include a reference to their membership of the BAA and to include a link to the BAA web site.

12.14 General Official Communications

Officials of the BAA are encouraged to use electronic mailing systems for communication between each other whenever appropriate. Ensuring that the Data Protection Policy is followed.

Meetings will be conducted, as far as possible through electric platforms, currently via : Microsoft Teams.

All Executive Committee and AGM minutes will be circulated electronically.

As far as possible communication with members should be carried out electrically.

12.15 Promotions

All branded promotional goods must seek permission for the use of the BAA logo.

- Only officially sanctioned courses, seminars and events can display the BAA logo.
- Only Member, Affiliated or Associate clubs, may display the logo on their website.
- Only member organisations can display the WSAF Logo.

12.16 What makes a BAA event

- Usage of coaches/officials recognised by the BAA and open to all members.
- Coaches/officials to have proof of appropriate insurance cover for the event - this includes overseas visitors
- The majority of participants all to hold current BAA membership (not relevant for overseas visiting instructors)
- Adherence to BAA procedures including that for "Health and Safety" which includes appropriate medical cover and production and submission of a risk assessment
- Advertising to carry the BAA logo only except where it may be an affiliated 'club' event supported by the BAA where the club logo may be added. No logos perceived by the BAA to be those of other organisations may be used
- Official distribution of information via the BAA's central office. 'Distribution' will also include posting on the BAA's website in due course
- For those events classified as 'national', payments to be made payable to the BAA and an income and expenditure sheet produced and submitted by the local organiser within 14 days of the event
- Agreement of the EC to the event taking into account the current diary of events to avoid clashes of dates and suitability to the overall profile of the Association
- Recommendation that sufficient notice is given to allow release of information at least 3 months prior to the event. However, it is preferred that information is submitted before 1 October in each year to enable the event to be considered for inclusion in the following year's calendar of events.
- Agree to a surcharged to be levied for attendees who are non BAA members
- Event to conform to all BAA Policies especially Child Protection, Equity, Health and Safety, Doping, and Competition Rules.

**If you have any further questions please ask the
Communications Officer or CEO or Chairman for guidance.**