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## BUSA Social Media Good Practice Guide

- 1 BUSA recognise that social media and social networking sites are widely used and are thus important platform as a communication channel and a way to promote our sport. There are plenty of sailing media pages and individuals that promote exciting and interesting opportunities and engagement for BUSA members and wider stakeholders, particularly in the interests of students. Therefore, all those online in this context are in a position of trust with a duty in representing and promoting sailing. This guide has been created in conjunction with the RYA Racing Charter, which is used to govern behaviour at all GB racing events.
- 2 The uses and capabilities of social media have broadened exponentially recently, allowing users to take, make, edit and manipulate images or videos, or make posts out of text that could be accessed by anyone, anywhere in the world. While these capabilities are useful for providing information, entertainment or promotion, it can be used in a negative or dangerous way, which can be difficult to track or regulate, and this should be considered by all parties when sharing content in this way.
- 3 Aside from the positive aspects of social media, and while wanting to promote sailing as a fun and inclusive activity, there have been certain instances where actions using social media are short of proper. Improper social media use, whether intentional or not, in the context of sport may broadly include (but is not limited to):
  - 3.1 Dissent, relating to reasonable decisions, instructions or actions; implication of incompetence in reference to members of the organising or race management team
  - 3.2 Bringing the sport or organisation into disrepute, or a breach of good manners
  - 3.3 Causing offence; failure to show respect for others, or their clubs or organisations
  - 3.4 Bullying, harassment, threats, defamation and antagonisms
  - 3.5 Expressions of prejudice or discrimination
  - 3.6 Inappropriate content, offensive comments or pictures
  - 3.7 Breaches of a person or organisation's privacy or confidentiality
- 4 The organisation takes a zero-tolerance stance on breaches of the above, and where breaches of the law, the Racing Rules of Sailing, and the BUSA Code of Conduct occur, necessary action shall be taken depending on the case, along with various levels of severity and outcomes, including as appropriate:
  - 4.1 RRS Rule 69 hearing
  - 4.2 Investigation by a disciplinary panel
  - 4.3 Referral to the RYA or World Sailing
  - 4.4 Referral to the police and / or legal proceedings
- 5 In order to prevent this, and in good faith, we want to issue the following advice.
  - 5.1 By entering an event and arriving at the venue, you are agreeing that you will adhere to the byelaws of the venue, the BUSA / organising authority Code of Conduct and the Racing Rules of Sailing.
  - 5.2 Social networks should not be used as a medium to ridicule, criticise or abuse the organisation and affiliated others, officials, sailors or external people.
  - 5.3 Experienced sailors will know that where things can go wrong, by being left to chance, they will inevitably go wrong. Likewise, with social media, things left to chance will go wrong. Consider setting a sensible club social media policy.

- 5.4 Refrain from making posts that are non-factual, hurtful, profane or may cause someone upset. Remember that someone else may misinterpret your actions, no matter how well-intentioned. Take time, and if you think any of this could apply, why post it at all? If in doubt, don't post.
  - 5.5 Challenge behaviour and look out for your friends: if you see behaviour that you think may be inappropriate, call it out and remove it. It may prevent further issues being caused whether the actions are intentional or not. Bear in mind that once a post is made, it is hard to anticipate what might happen to it or who shares it, even on platforms where the post disappears after a set amount of time.
  - 5.6 Ask permission to take and share photos of and about others, and particularly do not share images that make yourself or others vulnerable. If it shouldn't be shared with all your followers or friends, it shouldn't be online.
- 6 To conclude, let's provide an example we wish others to follow. Just as a lack of social media culture can encourage others to lower standards, a good culture exhibited by one account can have an exponential positive impact on the culture of others.