



MAC02-G01 Social Media Guidelines for Squash Players

VERSION CONTROL

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1.0	30/07/2019	Risk & Compliance Sub Committee	Implemented
2.0	16/04/2020	Risk & Compliance Sub Committee	Review due



Introduction

This guide contains suggestions, not hard and fast rules. We encourage you to use social media, and we have no desire to control what you do online. But we can help you think about the possible advantages and pitfalls offered by social media as your career goes from strength to strength, and you find yourself becoming a more public figure.

If you read nothing else in this guide, bear the following two questions in mind when you post anything online:

1. Would you say this in front of your parents or grandparents?
2. Would you say this to journalists at a press conference, sitting next to your coach?

If the answer to either question is no, think very carefully before posting. Just about everything you say online could eventually be read by anyone, including your grandmother or the editors of tomorrow morning's tabloids.

A good tip to keep in mind is - if you are giving a second thought to whether you should be posting/sharing something on social media, this most likely means you shouldn't be posting it.

Why do I need guidelines?

We want to help you think about how you, your coaches and the Scottish Squash managers can work together to build a great reputation for you and for your sport, both online and in real life - but we don't want to stop you enjoying social media, or eliminate your individualism and personality.

If you're used to using social media freely, it might seem unfair that you now have to think a little more before you post, but this is just one small part of the increased profile that comes with being a successful squash player. The great thing is that your increased profile will also bring you lots of new, excited followers, and you have the chance to talk directly to them. In turn, they will offer you positivity and support.

No such thing as privacy

It's important to review your privacy settings regularly on any social network. But it's also important to remember that it's possible that everything you send or post – even to your friends – could potentially become public. Once that has happened, it could be seen by anyone and everyone, forever. Even if you are using Snapchat, or a private messaging service like WhatsApp or Viber, the people you are communicating with can take a screenshot of your message. Once that's done, the image/words/video you've sent are completely out of your control. It only takes your friend to send it to a friend of theirs, and your private message is in the hands of a stranger, who can post it anywhere they like. Once something starts to spread on the internet, it's impossible to control it, even once you've deleted the original. An ill-advised comment or photograph could still be popping up when someone searches for your name years from now – including potential sponsors, employers, etc. So check your privacy settings regularly, but also bear in the back of your mind that you can never be completely sure that what you post online will remain private.



Ask yourself:

- Am I happy for what I am about to post to be seen by anyone and everyone?
- Am I happy for this post to be attached to my name and easily searchable forever?
- If my post was to appear somewhere, I never intended it to go, would I be happy about it?

Respect yourself

You have worked incredibly hard for many years to become who you are - a high performance squash player in a public sphere. This means that people will form their opinions based on your sporting performances, but also on other aspects of you that they see portrayed publicly. Used well, social media has the potential to give you greater control of this than ever before, and to build a reputation for being dedicated, interesting, positive and inspiring.

Ask yourself....

- How do I wish to be portrayed?
- What messages do I want to get across?
- Will my post reflect negatively upon my “role model” status?
- What parts of my life do I want to keep private?
- Is what I am posting going to reflect negatively on my public profile?
- Is what I am posting going to affect future opportunities for my personal brand?
- Remember.... you can still be humorous and have a personality online – just think before you post.

When you post, bear in mind the overall effect of what you’ve put online over time, not just the effect of a single post. For example, one tweet about how tough today’s training was might offer a window on the world of an elite squash player; similar posts made every day might make it sound as if you’re not up to it. Your rivals may be reading!

Respect your sport

In the same way that your actions while training and competing reflect on squash in general, so do your actions online. As a squash player right at the top of your sport, you have rightly earned the respect of many others across the country, from grassroots competitors and club volunteers to elite coaches and other elite players. You can use social media to build on their pride in you and in their sport. Don’t comment negatively on others’ professional performance, be they players, officials or coaches. When you post online, make sure your facts are accurate and don’t swear or engage in insulting behaviour or post indecent/inappropriate images.

Don't be afraid to be yourself but do so respectfully.

Ask yourself...

- How will the people who have helped me progress in my sport (such as my coach, my family, my club) feel about me posting this?

- How will this post affect the way squash is viewed in Scotland and further afield? If I am tempted to discuss a contentious issue within squash, how important is it for me to have my say in public?
- Have I thought carefully about my opinion, rather than offering a knee-jerk reaction? Will this be a constructive contribution? Are there other ways I could pursue the matter (face to face, in a private email, or on the phone, for example)?
- Will what I am about to say undermine the hard work of those who came before me, or make life harder for those who come after.
- Consider the impact my post will have on a current or potential sponsor for me or for the sport.
- Would I expect my own sporting heroes to post in this manner?

Respect your Audience

Social media offers a great way to connect with friends and family, but the reality is that much of what you say to them on social media you also say to strangers, including fans and the media. There may be many people out there who want to feel as though they know you and social media gives them the chance to engage with you on a new level. You may find yourself talking to strangers with a level of familiarity you would usually reserve for people who know you well. Remember that people who don't know you personally are less likely to pick up on the context of your comment, or to know when you're joking/being flippant. Most social media posts are taken in the literal sense. Sarcasm often does not work on social media and claiming you were 'only joking' or 'being sarcastic' is not an excuse, nor is ignorance. Never post anything that's rude, abusive or discriminatory.

Ask yourself...

- Who are my audience? Are they just friends and family? Are they fans? Are they media?
- Would I make this comment to this person face-to-face (for example, would I say this to someone I don't know, who has approached me in public?)
- Could this comment be misunderstood by someone who doesn't know me, or know my sense of humour?
- Would I be happy to see this comment in the newspapers tomorrow? Will my post create a negative news angle?

Social media and your performance

Although using social media often feels like a relaxing thing to do, being very active on it can take up a lot of time and energy. Be aware of the effect it has on your mental state and your performance, particularly around the time of major competitions. Many performance players step away from the internet completely in the approach to high profile events so they can focus. It can be tempting to find out what people are saying at times of excitement, and to check and see if you have any good luck messages. But be aware that this might not help you make the most of all your training and turn in the best performance possible. The media are also likely to be paying particularly close attention to what you say online during important events. If you have had a high-profile disappointment, it is a good idea to resist the temptation to go online straight afterwards. Wait until the strongest



emotions have subsided so you can reflect, and post with a clear head. This will prevent 'heat of the moment' posts which you may regret later on. You may want to make your own rule on this – e.g. I will never post anything on social media until an hour after matches.

Try not to brag or boast. No one likes a show-off and it's very easy to come across as being arrogant, even if you don't mean it. Do not allow the opposition the slightest bit of ammunition to use against you or the team ahead of matches.

Another thing to consider is that some athletes make a rule for themselves that they don't post/share content on social media if they have been consuming alcohol.

Ask yourself

- Is the amount of time/attention I am spending online affecting my focus or performance?
- If I saw a negative comment about myself now, how would it affect me?
- Is my post really so important that it can't wait?
- Will I feel differently in a day or two, when my emotions have settled?
- Is this the best place to express my disappointment – could I pick up the phone to a friend/loved one instead?

Planned career events

Some of the most important events in your career could be of great interest to your fans and the media. These might include competition selection; change of coach, etc.

It is better for you and for Scottish Squash that we plan the release of important information, rather than have it trickle out informally on social media. When there are important changes afoot, we will talk to you about the best way to break the news, but if you are ever in doubt, you should contact the Scottish Squash Director of Squash – paul.bell@scottishsquash.org

When things go badly

You can start by deleting your post and closing down your privacy settings as much as possible – bearing in mind that the damage may already be done if an image/post is already in the possession of others.

If you are receiving upsetting messages or replies, the best response is often no response. Tempting as it is to reply, that can add fuel on the fire and escalate the situation. Best to step away from your phone or computer and let off steam to a friend or family member instead. Block and report anyone who abuses you, and if you're genuinely concerned, ask our advice on how to deal with the issue. If you're a member of a club, your club will also have a designated welfare officer, who may be able to offer support and advice. You can also contact the Scottish Squash Welfare Officer Morva McKenzie: morva.mckenzie@scottishsquash.org

Self-responsibility



Scottish Squash can provide advice and guidance on using social media, but at the end of the day it's up to you individually to take responsibility for your online reputation. Make it clear that your posts are your own opinions, and not those of Scottish Squash, and own what you say with pride.

Something else to consider is that retweets/likes/shares etc can be viewed upon in exactly the same manner as your own personal posts. So you may want to make clear that likes, retweets/shares etc are not necessarily endorsements of these posts.

You are already a fantastic ambassador for your country and your sport. By using social media well, you can amplify that and reach more people than ever before.

We are not kill-joys, merely trying to keep you out of trouble. So please continue to have fun on social media, interact with your fans/audience and use your common sense at all times.