

gaelcon irish games association



Social Media Policy

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1. Background – Who we are and what we do

For information on the Gaelcon Irish Games Association (hereafter referred to as The IGA), Refer to our Vision and Missions Statement and our website.

2. Statement of Policy

This policy lists the social media channels that The IGA is using, what content you can expect on each of them, and how we interact with members of the public on these platforms.

Managers overseeing The IGA's social media accounts are required to adhere to the organisation's Code of Conduct (CoC) and Policies, ensuring that all online interactions align with our values of respect, integrity, and inclusivity. As part of our commitment to inclusivity, we aim to make our social media content accessible to individuals with disabilities by incorporating features such as alternative text for images, video captions, and utilising accessible formats.

We use social media platforms as a channel (and not our only channel) to provide information to, and where appropriate, engage directly with the public. It is not intended, for example, as a means of contacting the Executive Committee or any other volunteer of The IGA directly or for submitting complaints, press queries, or other forms of official communication.

Our social media platforms are not the appropriate way of either communicating concerns to The IGA or highlighting your concerns about any organisation. If you have a concern that a volunteer is in breach of The IGA CoC or Policies please read our Complaints policy and complete our online complaints form.

The IGA is not responsible, or liable for, and does not endorse, the privacy practices or other policies of any social media platforms or other linked websites. Your use of social media websites is at your own risk. The IGA assumes no responsibility or liability for any injury, loss or damage incurred as a result of any use of social media platforms, or use or reliance upon the information and material contained within, or downloaded from, social media platforms or other linked websites. These websites may be occasionally unavailable, and The IGA accepts no responsibility or liability arising as a result of such downtime.

The IGA is dedicated to the responsible handling of user data collected through our social media platforms, ensuring strict compliance with privacy laws and regulations. Please refer to our Data Protection Policy for details on our data handling practices.

This policy shall be amended as required and the Executive will review this policy as part of its organisation-wide policies review process outlined in the matrix for reviewing all IGA policies.

3. Scope

This policy applies to all social media accounts operated by The IGA even if a reference to those accounts has not been added to this policy. The main social media accounts for The IGA are Twitter, Facebook, Instagram, Discord, and LinkedIn.

The IGA also operates social media accounts, including Twitter, Bluesky, Facebook and Discord, associated with Gaelcon. These accounts are managed by The IGA and additional volunteers associated with Gaelcon.

The content for all of these accounts is managed by The IGA's Public Relations Officer (PRO) and social media team and they are reactively moderated. Our volunteers manage social media accounts while they are available to do so.

This policy does not cover private social media accounts linked to members and/or volunteers. Should a private social media account linked to a member or volunteer be found to be posting and/or supporting content that is in significant opposition to our Policies and CoC, an assessment will be made with regard to their membership and/or volunteer status.

4. Security and Access

No personal emails should be linked to IGA social media accounts; all emails utilised should be ones under the control of The IGA. The passwords for all social media accounts shall be managed by the PRO and shall make use of available security as provided by the social media platform to ensure security of access.

Passwords should be backed up utilising a secure method agreed with the Exec in the event that the PRO is rendered unable to provide them for reset. Passwords may be requested by the Chair or Secretary on a case-by-case basis, most especially in the event of a suspected breach of Policy or CoC.

5. Social media channels and accounts

We welcome feedback from our followers, however, we may not reply individually to messages we receive via our social media. We will direct messages or helpful suggestions to volunteers.

We will not comment on, or respond to, any questions about ongoing inquiries. The best means of communicating queries or feedback to The IGA is via our 'Contact Us' page on the website.

Content liked or shared by our social media accounts does not imply an endorsement of that content or the individual or organisation who posted it.

5.1. Twitter

If you follow @IrishGamesA and/or @Gaelcon you can expect our Tweets to include:

- Press releases and statements from us;
- Important updates from us and alerts about new content on our website;
- Information about upcoming events of interest;
- Photos and videos from events, related engagements and activities regarding our work;
- Live tweeting from events; and
- Other content as deemed appropriate.

If we follow another Twitter account, it does not imply an endorsement. Likewise, content liked or retweeted by @IrishGamesA and/or @Gaelcon does not imply an endorsement of the message tweeted or the individual or organisation who tweeted it. If you follow our account, we will not automatically follow you back.

5.2. Facebook

If you follow our IrishGamesAssociation and/or GaelconIRL Facebook accounts, you can expect our posts to include:

- Press releases and statements from us;
- Important updates from us and alerts about new content on our website;
- Information about upcoming events of interest;
- Photos and videos from events, related engagements and activities regarding our work; and
- Other content as deemed appropriate.

Content liked or shared by our Facebook account does not imply an endorsement of that content or the individual or organisation who posted it.

5.3. Instagram

If you follow gaelconirl, you can expect our posts to include:

- Press releases and statements from us;
- Important updates from us and alerts about new content on our website;
- Information about upcoming events of interest;
- Photos and videos from events, related engagements and activities regarding our work; and
- Other content as deemed appropriate.

Content liked or shared by our Instagram account does not imply an endorsement of that content or the individual or organisation who posted it.

5.4. Discord

If you are in our community Discord, you can expect our posts to include:

- Press releases and statements from us;
- Important updates from us and alerts about new content on our website;
- Information about upcoming events of interest;
- Photos and videos from events, related engagements and activities regarding our work; and
- Other content as deemed appropriate.

Content liked or shared by our Discord accounts does not imply an endorsement of that content or the individual or organisation who posted it.

5.5. Twitch

If you visit our Twitch account you can expect livestreams about The IGA's work, gaming events and panel like discussions

Comments are moderated on The IGA's Twitch page. All conduct while in the Twitch stream is beholden to and is moderated in line with The IGA CoC and Policies.

5.6. LinkedIn

If you visit our LinkedIn account, you can expect:

- Press releases and statements from us;
- Important updates from us and alerts about new content on our website;
- Information about upcoming events of interest;
- Photos and videos from events, related engagements and activities regarding our work; and
- Other content as deemed appropriate.

Content liked or shared by our LinkedIn account does not imply an endorsement of that content or the individual or organisation who posted it.

6. Acceptable usage policy

Comments posted on, and messages received through, our social media channels pages are the views of individuals and do not represent the views of The IGA.

We welcome informative respectful discussion, and we expect that contributions will:

- Be accurate (where they state facts);

- Respect other comments and individuals (comments should not constitute a personal attack, be malicious or offensive in nature);
- Be relevant to the topic;
- Where they state opinions, be genuinely held;
- Comply with applicable law in any country from which they are posted; and
- Comply with The IGA CoC and Policies.

The IGA has no responsibility for content posted by other users of social media sites, and may be unable to remove screen content uploaded by other users.

Without any obligation to do so, The IGA reserves the right and has absolute discretion to screen, review, filter, edit, refuse, or remove without notice any contributions posted on any IGA/Gaelcon social media channel which in its view amount to an inappropriate use of the channel for any reason. The types of content that may be deemed inappropriate include but are not limited to:

- Comments which include offensive, inappropriate or obscene language or content (including images, videos or links);
- Threatening, violent, abusive or insulting statements;
- Any statements likely to stir up hatred;
- Personal attacks aimed at IGA members or others acting on behalf of The IGA or other members of the public;
- Comments that are not relevant to The IGA or to the item posted on the channel;
- Material that relates to complaints made to The IGA or ongoing investigations by The IGA;
- Material infringing on any patent, copyright, database right, trade mark, or other intellectual property right of any other person;
- Material which is defamatory of any person;
- Material breaching the data protection, privacy, or confidentiality rights of any person;
- Material promoting discrimination based on gender, marital status, family status, age, disability, sexual orientation, race, religion, or membership of the Traveller community;
- Material that impersonates or falsely claims to represent a person or organisation; and
- Material that constitutes spam or promotes or advertises products or services.

The IGA reserves the right in its discretion to block any user of its social media channels who breaches the above requirements, applicable law, or otherwise engages in an inappropriate use of social media channels operated by The IGA. The IGA reserves the right to take legal action against individuals who violate our social media policy, ensuring the safeguarding of our organisation's interests and the integrity of our online presence.

Should you have a query as to why your comment(s) or post(s) have been removed we will make every effort to communicate the reasons with you on request. Please contact us via our 'Contact Us' page.