



DERBY DAY

SOCIAL MEDIA CHARTER

DO

- SUPPORT OTHER UEA(SU) CLUBS AND INDIVIDUALS - SHARE THEIR SUCCESS!
- USE APPROPRIATE IMAGES/VIDEOS AND LANGUAGE.
- WIDER COMMUNITY SUPPORT.
- TAG/LINK UEA(SU) MAIN SOCIAL ACCOUNTS IN ALL MATERIAL.
- MORE VIDEOS, INTERESTING CONTENT.
- BE POSITIVELY COMPETITIVE, ENCOURAGE RESPECT AND GOOD SPORTSMANSHIP.
- PROMOTE TRAINING SESSIONS/MATCHES - MAKE ACCESSIBLE TO ALL.
- UPDATE SCORES AND RESULTS.
- ENGAGE WITH OTHER UEA(SU) ACCOUNTS.
- PROTECT PRIVACY, CHECK PERMISSION FOR PHOTOS.
- MAINTAIN HIGH QUALITY - SPELLING, GRAMMAR, IMAGES.
- PROMOTE INCLUSIVENESS AND PARTICIPATION (NOT JUST COMPETING).
- POST REGULARLY
- CELEBRATE ALL TEAMS - WIN OR LOSE.
- CIVILISE SOCIALS - E.G. END OF SEASON MEALS/ CELEBRATIONS (NO PHOTOS OF EXCESSIVE ALCOHOL/DRINKING).
- BE ENTHUSIASTIC.
- BE WELCOMING TO ALL - NEW STUDENTS, INTERNATIONAL STUDENTS.
- USE CURRENT SPORT EVENTS

DON'T

- SWEAR.
- DISCRIMINATE.
- MAKE NEGATIVE COMMENTS ABOUT RIVALS/ANYBODY.
- MAKE ABUSIVE COMMENTS.
- PROMOTE ALCOHOL/DRUGS/RACISM/SEXISM.
- PUT DOWN OTHER SPORTS.
- POST CONTROVERSIAL OPINIONS.
- POST PHOTOS THAT ONLY FOCUS ON ALCOHOL.
- PUT DOWN THE OPPOSING UNIVERSITY.
- POST INJURY PHOTOS IF TOO GRAPHIC.
- POST PHOTOS OF SAME FRIENDS WITHIN A CLUB - ALWAYS SHOW WHOLE CLUB TO AVOID CLIQUEY ATMOSPHERE.
- FOCUS SOLELY ON SUCCESS OF SQUAD/FIRST TEAMS.
- ON UEA(SU) ACCOUNTS DO NOT LIKE/SHARE/RETWEET ANY CONTENT THAT IS OFFENSIVE OR BREACHES ANY OTHER POINTS OF THE CHARTER.