



These Official **DDO Social Media & Communications Policy** are written and published by the **Deaf Darts Organisation**.

SOCIAL MEDIA & COMMUNICATIONS POLICY

First Edition: 9th February 2025

Introduction	3
Purpose	3
Scope	3
Guidelines for Social Media Use	4
Continentality & Data Protection	6
Responding to Negative or Harmful	6
Content	
Misuse of Social Media &	7
Communications	
Training & Awareness	7
Monitoring & Enforcement	8
Review & Updates	8



1. INTRODUCTION

The Deaf Darts Organisation (DDO) recognises the significant role social media and online communications play in promoting the sport, engaging with participants, and building a positive community. This policy outlines the guidelines for using social media platforms and other communication channels to ensure responsible, respectful, and effective communication, both internally and externally.

This policy applies to all members, volunteers, coaches, staff, and any individuals who are authorized to represent the DDO on social media and communication platforms.


2. PURPOSE

The purpose of this policy is to:

- Establish clear guidelines for the responsible use of social media and other communication channels.
- Protect the reputation of the DDO and its members.
- Ensure that all communications are respectful, inclusive, and in line with the organization's values.
- Provide a framework for dealing with any misuse of social media or communication channels.

3. SCOPE

This policy applies to:

- Social media platforms (e.g., Facebook, Twitter, Instagram, YouTube, LinkedIn).
- 

- Other online communication channels (e.g., forums, blogs, websites, email newsletters).
- Any DDO-related communications, both formal and informal, on social media or digital platforms.

4. GUIDELINES FOR SOCIAL MEDIA USE

a. Personal Social Media Use

When using social media in a personal capacity, individuals should:

- Be mindful that their actions on social media can reflect on the DDO, especially when discussing topics related to darts, sport, or the DDO community.
- Avoid sharing content that may be considered offensive, discriminatory, or disrespectful to others.
- Refrain from sharing confidential or sensitive information about DDO members, staff, or events without prior consent.
- Be aware of the boundaries between personal and professional social media presence. If you mention DDO or its activities on personal accounts, make it clear that you are sharing personal opinions, not official statements.

b. Official DDO Social Media Use

Only authorized individuals, such as designated social media managers or communications staff, are permitted to manage official DDO accounts. These individuals must:

- Ensure that all posts and content are in line with DDO values of inclusion, respect, and fairness.

- Use professional language and avoid inflammatory, harmful, or offensive content.
- Promote positive messages about the sport, events, and participants.
- Respond to inquiries or comments in a timely and respectful manner.
- Ensure that any content featuring minors or vulnerable individuals is shared with proper consent.
- Maintain a balance between promoting the DDO's activities and engaging with the community to foster a positive environment.
- Follow relevant platform guidelines and legal requirements regarding data protection and online behaviour.


c. Content Sharing

When sharing content on DDO's official social media accounts:

- Ensure all images, videos, and posts are appropriate for the audience.
- Only share content that aligns with DDO's mission and values.
- Obtain permission for any personal images or videos before posting them, especially for minors or vulnerable individuals.
- Credit sources of content, such as photos, articles, or other media, when necessary.

d. Engagement with the Community

The DDO encourages respectful engagement with the online community, including:

- Responding to questions, comments, and direct messages in a professional and courteous manner.
- 

- Promoting a positive and welcoming environment in all interactions, avoiding arguments or negative exchanges.
- Addressing any negative or harmful comments quickly and appropriately, either by offering to resolve concerns offline or reporting the issue to the relevant parties.

5. CONFIDENTIALITY & DATA PROTECTION

All communications must comply with applicable data protection laws, including GDPR, and ensure the confidentiality of personal and sensitive information. This includes:

- Not sharing personal details or medical information about individuals without explicit consent.
- Avoiding any posts that could reveal confidential or sensitive organizational information.
- Ensuring that individuals' privacy rights are respected in all communications, including the sharing of images and videos.

6. RESPONDING TO NEGATIVE OR HARMFUL CONTENT

In the event of negative or harmful content being posted about the DDO or its members, the following procedures should be followed:

- Review the content to understand the context of the issue.
- Respond professionally and politely, offering to resolve the concern privately, if possible.
- In cases of harassment, bullying, or defamatory content, the issue should be reported to the relevant platform administrators for removal or addressed through formal complaint channels.

- Any serious issues, including threats of harm or legal violations, should be reported to the appropriate authorities immediately.

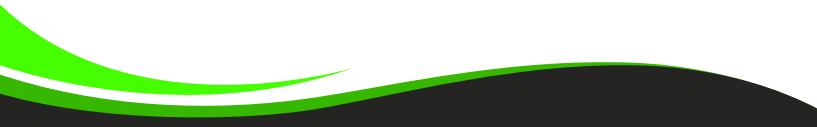
7. MISUDE OF SOCIAL MEDIA & COMMUNICATIONS

The following behaviours are prohibited and may result in disciplinary action:

- Posting or sharing content that is discriminatory, harassing, or offensive.
- Using social media to engage in bullying, intimidation, or any form of abuse.
- Sharing confidential or private information without authorization.
- Using DDO's platforms for personal profit or unrelated business interests.
- Posting content that undermines the integrity of the DDO or its members.

8. TRAINING & AWARENESS

The DDO will provide training for staff, volunteers, and anyone who handles official communication, on best practices for social media use and maintaining professionalism online. This includes:

- Acknowledging the impact of social media on the DDO's reputation.
 - Understanding the risks of sharing inappropriate content or personal opinions online.
 - Learning how to engage with the community in a positive and respectful way.
- 

9. MONITORING & ENFORCEMENT

The DDO reserves the right to monitor official social media accounts to ensure that content adheres to the guidelines set forth in this policy. Any breaches of the policy will be investigated, and appropriate actions will be taken, which may include removing content, issuing warnings, or taking disciplinary action where necessary.

10. REVIEW & UPDATES

This Social Media and Communications Policy will be reviewed annually or following any significant changes to social media platforms or communication laws. The policy may be updated as necessary to ensure it remains relevant and effective.

