

## **BDO CODE OF PRACTICE No 10 - SOCIAL MEDIA**

### **1. Introduction**

- 1.1 The BDO actively encourages darts players to take part in 'social media' and to post, blog and tweet their experiences at BDO tournaments and at other times. Such activity must respect the provisions of the BDO Handbook and must comply with this Code of Practice.
- 1.2 The BDO recognises that, if used correctly, social media activity can be of benefit to players, the BDO and the sport of darts but, if used incorrectly, it can have a detrimental effect on players, the BDO and the sport. In order to assist players, the Appendix of this Code of Practice contains guidance for players on social media use.
- 1.3 In these Social Media, Blogging and Internet Guidelines, "Tournament" shall mean any darts tournament organised or sanctioned by the BDO or any other darts body that is a member of the World Darts Federation or that is officially recognised by the World Darts Federation.
- 1.4 Although both genders participate in the sport of darts, for ease of reference only the male definite article ("he" and "his") is used in this Code, but such references shall be deemed to encompass the female definite article ("she" and "her") as appropriate.

### **2. Postings, Blogs and Tweets**

- 2.1 The BDO encourages players to post comments on social media platforms or websites and tweet prior to, during and after Tournaments and it is entirely acceptable for a player to do a personal posting, blog or tweet. However, any such postings, blogs or tweets should be in a first-person, diary-type format and should not be in the role of a journalist - i.e. they must not report on competition or comment on the activities of other participants or disclose any information which is confidential or private in relation to any other person or organisation. A tweet is regarded in this respect as a short blog and the same guidelines are in effect, again, in first-person, diary-type format.
- 2.2 Postings, blogs and tweets should at all times conform to the BDO Authorised Handbook, be dignified and in good taste, and not any contain words and/or images which will be, or are reasonably likely to be considered to be:
  - (a) libelous or obscene;
  - (b) of a type which shall or may damage the name, goodwill or business of the BDO or any of its officers or commercial partners;
  - (c) of a derogatory or critical nature in relation to the BDO or any of its officers any match official without the prior written consent of the BDO;
  - (d) infringes the intellectual property rights or other rights of any person; or
  - (e) in any other way in contravention of any laws or applicable regulations in the United Kingdom.

### **3. Photographs**

Players and other accredited persons can post still photographs taken within Tournament venues for personal use provided that this is not of any player while participating in the Tournament.

### **4. Video/Audio**

Unless approved in writing (including by email) by the BDO, players and other accredited persons cannot post any video and/or audio of any part of any Tournament. Such video and/or audio must only be for personal use and, unless approved in writing (including by email) by the BDO, must not be uploaded and/or shared to a posting, blog or tweet on any social media platforms, or to any website.

### **5. BDO Trade Marks**

Players, other Tournament participants and accredited persons must not use any BDO, Tournament or sponsor trade mark on their postings, blogs or tweets on any social media platforms or on any websites. Participants and other accredited persons may use the word "BDO" and other Tournament-related words on their postings, blogs or tweets on any social media platforms or on their websites, as factual reference, provided that "BDO" and other Tournament-related words are not associated with any third party or any third party's products or services.

## **6. Domain Names/URLs/Page Naming**

Domain names and URLs including “BDO” or any Tournament related wording are not allowed unless approved in advance in writing by the BDO. Similarly, players and other accredited persons may not create any stand-alone BDO-themed or Tournament-themed websites, application or any other feature.

## **7. Disciplinary Offences**

Any breach by a player of this Code shall constitute an Incident under BDO Code of Practice No 3 – Disciplinary Proceedings and disciplinary action may be brought against a player or other relevant person under that Code of Practice.

### **Appendix – Social Media Guidance for Players**

#### **No such thing as privacy**

It’s important to review your privacy settings regularly on any social network. It is also important to remember that it is possible that everything you send or post, even to family or 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, 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.

Once something starts to spread on the internet, it’s impossible to control it, even if you have deleted the original. An ill-advised comment or photograph could still appear when someone (including potential sponsors, etc.) searches for your name years into the future. So check your privacy settings regularly, but also bear in mind that you can never be completely sure that what you post online will remain private.

#### **Respect yourself and other players and officials**

Remember that as someone in the public eye, people will form opinions about you not just on your sporting performances but also on other aspects of you that they see portrayed publically. 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.

Don’t comment negatively on others’ performances, be they players, officials, agents or managers. When you post online, make sure your facts are accurate and don’t swear or engage in insulting behaviour. Don’t be afraid to be yourself, but do so respectfully.

#### **Respect your audience**

Social media offer a great way to connect with friends and family but the reality is that much of what you say to them on social media, what 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. Never post anything that’s rude, abusive or discriminatory.

#### **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 tournaments. 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 practice 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 tournaments. 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.

#### **When things go wrong**

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 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, seek advice on how to deal with the issue.