



Premier Sport Social Media Guidelines

Sections:

1. What are Social Media Tool and Why They Are Important to Premier Sport
2. Guidelines for the Safe Use of Premier Sport's Social Media Tools
3. Franchisee Guidelines for Personal Twitter, Facebook & LinkedIn use
4. Tweeting in an official capacity and on behalf of Premier Sport

Premier Sport

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1. What are Social Media Tool and Why They Are Important to Premier Sport

The term social media (sometimes also referred to as Web 2.0) is an umbrella term used to describe a suite of tools on the web, which typically have the following characteristics:

- Mostly free to use
- Support global collaboration and sharing of opinions, insights, experiences and perspectives often with strangers
- Content within them, and often the functionality, is managed and regulated by the user community itself and not the provider of the tool or a third party institution.

Premier Sport's current social media platforms are Facebook, Twitter and LinkedIn.

While social media tools were originally conceived for *social* collaboration, we are increasingly finding that these tools can help us achieve business objectives and are being rapidly embraced by corporations globally.

Premier Sport is using social media platforms to:

- Interact and develop new relationships with our key stakeholders
- Seek input from franchisees, parents and partners on product and service delivery and development
- Communicate good news stories across all stakeholders
- Improving customer service
- Accelerate problem solving
- Communicate our national presence and coverage to key stakeholders
- Facilitate innovation through collaboration with third parties and industry experts
- Manage our brand and reputation
- Interact in new ways with franchisees and parents.

Premier Sport recognises that continuing as the UK's leading sports coaching company relies on our network of franchisees that can actively participate using social media tools.

It is therefore important that we all understand how social media tools can help Premier Sport continue to achieve its business objectives and that we are empowered to contribute effectively to this collaborative activity on the web when it supports our roles within the organisation.

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2. Guidelines for the Safe Use of Premier Sport's Social Media Tools

Following these simple guidelines below will enable franchisees to take an active part in this kind of activity safely. Remember, our aim is to continue growing the brand on a local and national level by communicating our good work to as many key stakeholders as possible as often as possible.

Premier Sport have taken the stance to direct all key stakeholders to one central Facebook Twitter and LinkedIn platform allowing us to manage and monitor activity closely. These accounts are updated frequently with relevant content and communicate the good work we achieve collectively.

Premier Sport will remove any content published via our social media platforms that does not comply with this guidance document.

As a general rule, posts on Premier Sport's social media tools should be published by Premier Sport Head Office in collaboration with franchisees.

Do's

- 'Follow' u' on Twitter, 'Like' us on Facebook and 'Link' to us on LinkedIn and keep updated with our stories.
- Email marketing@premiersport.org with relevant content relating to your business. We'll communicate this across Facebook and Twitter. In most cases this content will be relevant across the whole network. example, if you're looking for a new member of staff the chances are so are other franchisees.
- Email marketing@premiersport.org with good news stories. This may be an email you've had from a pleased parent or a school you've worked in. We'll share this via our platforms.
- Share content from our facebook page and retweet updates from our Twitter feed via your personal accounts (*Please see Guidelines for Personal Twitter and Facebook use*).
- 'Like' Premier Sport's daily posts. This will ensure our message reaches more people.
- Encourage your members of staff to 'Like' us on facebook and 'follow us' on Twitter.
- Encourage Parents within your network to 'Like' us on facebook and 'follow us' on Twitter.
- Encourage your social media contacts to connect with Premier Sport across our platforms. This will increase the amount of people we can communicate to.

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- Comply with the 'Franchisee Guidelines for Personal Twitter and Facebook use' section of this document.

Dont's

- Setup Facebook, Twitter and LinkedIn accounts personal to your franchise area. We've had a number of instances where franchisees have created personal Premier Sport Facebook and Twitter accounts with good intentions of communicating to parents. These accounts have failed to produce relevant daily content and in some cases haven't been updated for months.
- Fail to comply with the guidelines for personal Twitter, Facebook and LinkedIn (see *section below*)
- Don't post pictures directly to the Premier Sport Facebook page and Twitter account. Please send them to marketing@premiersport.org along with a story. We'll check the images are compliant.
- **Don't use the Premier Sport logo or images on your personal Facebook, Twitter and LinkedIn accounts.**

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3. Franchisee Guidelines for Personal Twitter, Facebook & LinkedIn use

Be mindful of how you represent yourself on social networks as the lines between public and private, personal and professional are becoming increasingly blurred. If you identify yourself as working for Premier Sport in a social network, you should ensure that content associated with you as an identifiable Premier Sport employee is consistent with your role in the organisation and doesn't compromise Premier Sport's brand and reputation. Remember, you may well be connected to Premier Sport colleagues and even Premier Sport's customers, partners and suppliers.

Content provided on your personal social media platforms that openly refer to Premier Sport and your association with the company should always be moderated.

The objective of moderating content before it is published is two-fold:

- To ensure unsuitable content is not published into a channel associated with Premier Sport
- To ensure comments made on social media are clear and appropriate to the content/subject matter.
- Remember, historic tweets can be viewed!

Moderation is NOT designed to:

- Censure people from expressing their opinions
- Correct grammatical or spelling errors in comments, except where such errors detract from the intended meaning of the comment.

Postings should not be published if they:

- are considered likely to provoke, attack or offend others
- are racist, sexist, homophobic, sexually explicit, abusive or otherwise objectionable
- contain swear words or other language likely to offend
- break the law or condone or encourage unlawful activity
- are seen to impersonate someone else
- describe or encourage activities which could endanger the safety or well-being of others
- are posted anonymously.

Offensive:

- pornography & sexually explicit content
- text & images likely to offend most people
- hate sites (on grounds of race, religion, gender or sexual orientation)

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Unlawful:

- condones or encourages unlawful acts
- breaches copyright law or encourage others to do so
- defamatory and/or in contempt of court
- hacking or other technical disruption to online services.

Contributing to collaborative activity managed on a social media site on the internet can seem daunting. However, by following these simple guidelines you should be able to take an active part in this kind of activity safely.

- *Compliance:* never disclose commercially sensitive or privacy marked company information in your contributions.
- You should ensure information you publish conforms to Premier Sport's Code of Practice.
- *Copyright:* ensure you are not infringing copyright rules.
- *Identification:* when discussing Premier Sport or its business, always identify clearly who you are, what your role in Premier Sport is and publish in the first person. Use a disclaimer when appropriate (see next bullet)
- *Disclaimer:* If you are publishing information about Premier Sport or your role in Premier Sport on your personal twitter or facebook account you should use a disclaimer along the following lines: *"The views expressed on this site are my own and don't reflect the views of my employer"*
- *Personal responsibility:* you are personally responsible for content you publish into social media tools – be mindful that what you publish will be public for many years.
- *Discretion:* don't discuss competitors, customers, partners or suppliers without their prior approval.
- *Respect:* don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would be unacceptable. Always consider others' privacy and avoid discussing topics that may be inflammatory e.g. politics and religion.
- *Personal privacy:* avoid publishing your personal contact details where they can be accessed and used widely by people you did not intend to see them. It is better to contact an individual outside the collaborative space if you want to take something *off-line*.
- ***Protecting Children in your care: For child protection rights never publically name a child attending a Premier Sport course on any social media platform.***
- *Etiquette:* before your first contribution on any social media site, it is a good idea to observe the activity on the site for a while before launching in yourself to get a feel for the style of contributions, the nature of the content and any 'unwritten' rules that other contributors might follow.

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Suggested Tweets

- *“@Chewits @premsport sports courses are running all this week at <insert venue>, <insert town/City from 9am-3pm. Contact me for more details.”*
- *“Exciting day ahead delivering a Health & Physical Activity day at Xxxxx Xxxxxx school, Norwich as part of @premsport's responsibility pledge”*
- *“@premsport is currently recruiting for full time and part time coaches in Norwich. Upload your details here and we'll be in touch <http://www.premiersport.org/static-pages/coaches>”*

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4. Tweeting in an official capacity and on behalf of Premier Sport

There is a big difference between speaking 'on behalf of' Premier Sport and speaking 'about' Premier Sport. We have official social media spokespeople in Head Office whose job it is to speak on behalf of Premier Sport, manage our reputation and our official sites.

Over time, we plan to allow internal personnel within the organisation official access to our social media platforms. This will allow us to communicate our positioning and brand to the wider community.

For example, as part of Andy Heald's role as National Coach & Training Development Office he will begin tweeting in an official capacity from a new Premier Sport Twitter account set up and monitored by Head Office with the content posted by Andy. Follow him on Twitter @PremSport_NCTDO

Premier Sport recognises the benefits of taking part in social networks and online communities and encourage internal staff to get involved. If you're asked to use social media on behalf of Premier Sport, the best advice is to approach the online world in the same way we do the physical one – by using sound judgement and common sense.

Below are some guidelines that may be useful if you are speaking on behalf of Premier Sport online:

Be true

1. **Live the values.** Communicating online starts with living our Values. Treat people with respect and avoid speaking negatively about other people, companies or organisations.
2. **Be authentic and identify yourself as a Premier Sport employee.** Don't use an alias or mislead people about your connection to the company.

Be aware

1. **Be mindful that media and competitors are watching.** Competitors constantly search the internet for information about us. Help us to protect our creativity and integrity by thinking carefully about the content you share online. If you see something that needs attention or requires a response, please share it with Head Office on 01953 499047 or email marketing@premiersport.org.

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Think

1. **Be responsible for what you write and know your stuff.** Online comments and posts are public and permanent, even with privacy settings in place. Try to ensure your posts are accurate, not misleading or damaging and be careful not to reveal confidential company information. If you're not sure, don't post it.
2. **Always protect confidential company information.** Be careful not to reveal sensitive or confidential information about our systems, plans, staff or customers.

Acknowledge

1. **Respect copyright and give credit where it is due.** Don't post text, images or videos that were created by someone else without crediting them. Where possible include a link to the source. If you have questions or are unsure about what's right, please share it with Head Office on 01953 499047 or email marketing@premiersport.org

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