Pickleball Ireland
Social Media & Media Policy

1. Purpose

This policy outlines how Pickleball Ireland, as the national governing body for the sport across the Republic of Ireland and Northern Ireland, manages its presence and communications across social media and traditional media platforms. It ensures that all Pickleball Ireland central public communications reflect the organisation's values, maintain professional integrity, and comply with legal and safeguarding obligations.

2. Scope

This policy applies to all official media outputs by Pickleball Ireland, including but not limited to:

. Social media accounts managed by the governing body (e.g. Facebook, Instagram, X/Twitter, YouTube).
. The official website and email newsletters.
. Press releases, promotional materials, media interviews and advertising campaigns.
. Official photographs and video content distributed by Pickleball Ireland.
. Any media content created or published by contractors or third parties representing Pickleball Ireland.
. The principles and guidance in this document should be followed by all those involved in Pickleball Ireland to ensure that you do not put yourself or others at risk or damage the reputation of the sport.

3. Principles of Governance Communication

All official communication must:
. Uphold Pickleball Ireland values of inclusivity, integrity and respect.
. Promote the sport positively, with factual and transparent messaging.
. Comply with relevant legislation and guidance including:
  . Children First Act, 2015 (ROI)
  . Children (NI) Order, 1995 (NI)
  . GDPR/Data Protection Acts 2018

. Sport Ireland & Sport NI safeguarding guidance
. NSPCC Sports Online and Social media and Whatsapp guidance
• Protect the privacy, safety, and dignity of children and vulnerable individuals
• Avoid publishing any content that could be considered defamatory, discriminatory, or reputationally harmful

4. Official Social Media Management

• All social media accounts must be managed by authorised personnel only.
• Content should be planned, reviewed, and consistent with the organisation's communication strategy.
• All official platforms must display contact information and link to the organisation's safeguarding and Data policies.
• Engagement with online users must remain professional, even in response to criticism.
• Negative, harmful, or inappropriate comments may be removed or reported in line with platform terms and internal protocol.

5. Media Engagement and Public Statements

• All statements to media, including interviews and comments, must be pre-approved by the Chairperson, Communications Officer, or Designated Spokesperson.
• Clubs, regional bodies, or individuals may not represent Pickleball Ireland in media without written authorisation.
• Any requests for comment regarding safeguarding, governance, must be pre-approved.

6. Photography, Videography and Consent

. Pickleball Ireland will obtain and retain appropriate consent when publishing images of identifiable individuals particularly minors.
. When and where underage players are featured, written parental /guardian consent must be secured and documented.
. Only appropriate imagery will be used in promotional materials, ensuring safety, dignity and contextual relevance.

7. Branding and Visual Identity

• All official media must use approved logos, typefaces, and templates.
• Materials must be consistent with brand guidelines and portray the sport, its players, and affiliated

Clubs positively.
• Any third-party use of the Pickleball Ireland name or logo must be approved in advance in writing.

8. Data and Platform Security

• Social media accounts and communications platforms must be secured using strong passwords and
two-factor authentication where available.
• Only those with assigned roles may access admin or publishing rights. There will be a least 2 individuals within Pickleball Ireland who always have access and publishing rights.
• Personal data collected via media or digital channels will be handled in line with the organisation's
Data Protection Policy.

9. Communication

• Any online engagement with children and young people should be carried out on public pages/groups or via their parents and carers.
• Online social groups should be age-appropriate and limited to only those involved with the organisation.
• Do not communicate with young people on a 1:1 basis using encrypted platforms.
• Agree parameters for staff and volunteers on accessing and communicating with young people on online platforms, such as hours of communication (ideally not after 9.00PM), device use and event rules.

Date Approved: December 2025

Next Approval Date: December 2026