



SOCIAL MEDIA CHARTER

DO

- ✓ Support other Essex SU clubs and individuals – share their success
- ✓ Use appropriate images/videos and language
- ✓ Wider community support
- ✓ Tagging/linking Essex SU – use the hashtag #Derbyday2020
- ✓ More videos, interesting content
- ✓ Positively competitive, good sportsmanship/respect
- ✓ Promote training sessions/matches – make accessible to all
- ✓ Update scores and results
- ✓ Engage with other Essex SU accounts
- ✓ Protect privacy, check permission for photos
- ✓ High quality – spelling, grammar and images
- ✓ Promote inclusiveness and participation (not just competing)
- ✓ Regular posting every week
- ✓ Celebrate all teams – win or lose
- ✓ Civilise socials e.g end of season meals/celebrations (no drunk photos/photos of excessive alcohol)
- ✓ Be enthusiastic
- ✓ Be welcoming to all – new students, international students
- ✓ Use current sport events
- ✓ Emphasise Essex SU brand/like their content
- ✓ Use wider campaigns e.g This Girl Can
- ✓ Essex SU opportunities – club of the month

DON'T

- ✗ Swearing
- ✗ Discriminations
- ✗ Negative comments about rivals/own club
- ✗ Abusive comments
- ✗ Promotion of alcohol/drugs
- ✗ Racism/cultural appropriation/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
- ✗ Initiations
- ✗ Post photos of same friends within club – always whole club photos to avoid cliquey atmosphere
- ✗ Only post success of squad/first teams
- ✗ On Essex SU accounts do not like/share/retweet any content this is offensive or breaches any other points of the charter
- ✗ Do not use Essex SU accounts to follow inappropriate accounts
- ✗ Don't have more than three people working on content for your accounts – this will lose style and consistency