



NETBALL
Europe

NE Social Media Information and Guidelines

Currently Facebook and Twitter are two of the most popular online social networking services; both are for-profit organisations.

Facebook: On Facebook's website, users can create their own page, add a user profile, add other users as friends, exchange messages, post status updates and photos, share short video clips, use various apps, and receive notifications when others update their profiles.

Twitter: Enables users to send and read short 140-character messages called "tweets". Registered users can read and post tweets, but those who are unregistered can only read them. Users access Twitter through the website interface, SMS or mobile device app. Note that the majority of Twitter users are youngsters and therefore your tweets should be appropriate for any age group.

General Guidance and Advice

These two sites allow informal engagement with a wide group of individuals. However due to the public nature and access of the sites, users should keep the following Do's and Don'ts in mind:

DO

- Use work email addresses and not private ones.
- Be aware that messages will be in the public domain and read by young fans, sponsors and other people associated with Netball Europe.
- Post handy info, event dates, fixture changes or anything else you feel will be of use to the netball public in your area.
- Be interactive with your social media, pose questions and provide answers. This is an informal place for people to talk netball; it should be a relaxed environment where people can talk freely.
- Contact Netball Europe if you see disparaging comments about any of the above or if you require any guidance on the issues addressed in this document.
- Ensure you have read the latest information that INF publishes about safeguarding (<http://www.netball.org/netball/safeguarding>) and social networking guidance and apply those principles when using social media.

DON'T

- Post offensive, unnecessarily provocative or defamatory comments.
- Post negative comments about the organisation, its staff, officials, volunteers or sponsors.
- Use swear words or words which may cause offence to readers. Remember Tweeters are personally responsible for what they communicate on social media.
- Post comments about sensitive NE business related topics.



NETBALL
Europe

Using Twitter

Think of Twitter as a new form of online communication, a short and sharp message for your followers to see. Twitter is just communication in a new shape, but it's also a platform for listening to the communication of others in new ways.

Login details

The first time you sign up for Twitter you are asked to enter a Username and Password.

From then on you use these details to log into your account and you are automatically taken to your Home page.

Profile

To edit your page, click Edit profile. You can, for example, change the picture at the top of your page and add any information you think is relevant.

How do I Tweet?

On the Home page you can Tweet (type) up to 140 characters in the What's happening? box. Then press the Tweet button just under your text.

Mentions

If you want to mention someone in your tweets, put the '@' sign in front of the name e.g. "You missed out if you didn't watch today's @NetballEurope Open matches!"

If anyone mentions you in their tweets, you will be notified by Twitter either via e-mail or when you log in.

Replying to a Tweet

When someone has tweeted you, you can reply directly to that person by clicking Reply underneath the tweet you are responding to.

If you want to send a private message, do so by clicking on Messages in the top toolbar near the Home button.

Retweets

If someone has written something that you think is worth telling your followers, you don't have to write what they wrote, simply click the Retweet button immediately underneath the tweet.

For example, Netball Europe has written "@EnglandNetball are giving away some fabulous prizes if you tell us your thoughts using our online survey." You can retweet this info by clicking the retweet button.

Adding an Image

You can add images to your tweets either by clicking on the camera icon and taking a photo or selecting from the images on your device/computer.



NETBALL
Europe

Finding people you know on Twitter

Write the name of the person/organisation in the Search box.

Twitter's built-in people search isn't the greatest way to find people on Twitter, but it's probably a good place to begin. Twitter searches the names people enter in their bio fields, but because there isn't much accompanying bio information and because Twitter doesn't have any sort of requirement to use your real name, that can make it a bit difficult to find people, especially those with common names. It also makes it hard to verify that the people you find are actually who you're looking for.

Following/ Followers

Just under the photo at the top of your Home page, Twitter displays the number of people you are following and the number of followers you have. Obviously, the more Followers you have, the more people will receive your updates.

Hashtags #

Hashtags are used to put context to a tweet. For example, at the recent NE Open, the hash tag was #NEOpen16. When a hashtag becomes extremely popular, it will appear in the "Trending Topics" area of a user's homepage. You don't have to use a hashtag.