



Belfast Star Social Media Policy

1 Introduction

Belfast Star recognises that social media is a powerful tool for communication and engagement.

This policy aims to provide guidelines for the appropriate use of social media platforms by all individuals associated with Belfast Star Basketball including players, coaches, officials, volunteers, and members.

2 Purpose

The purpose of this policy is to:

- Promote responsible and respectful use of social media platforms.
- Protect the reputation of Belfast Star and its stakeholders.
- Ensure compliance with relevant laws and regulations.
- Safeguard the privacy and confidentiality of individuals.
- Prevent cyberbullying, harassment, or any form of inappropriate behaviour.

3 Scope

This policy applies to all individuals associated with Belfast Star, including but not limited to coaches, officials, volunteers, and members.

It covers all social media platforms, including but not limited to Facebook, Twitter, Instagram, YouTube, LinkedIn, Snapchat, TikTok, and any future platforms that may emerge.

4 Guidelines

Respect and Professionalism:

- All individuals must maintain a respectful and professional tone when using social media platforms.
- Avoid engaging in personal attacks, offensive language, derogatory, disparaging, or discriminatory remarks.
- Refrain from posting or sharing content that may harm the reputation of Belfast Star or its members.

**Confidentiality and Privacy:**

- Do not disclose confidential or sensitive information about Basketball Northern Ireland, its employees, athletes, or any other individuals associated with the organization.
- Obtain appropriate consent before sharing personal information or images of individuals.
- Respect the privacy settings and preferences of others.

Accuracy and Authenticity:

- Ensure that all information shared on social media platforms is accurate and reliable.
- Clearly distinguish personal opinions from official statements.
- Do not impersonate or misrepresent Belfast Star or its members.

Intellectual Property:

- Respect copyright laws and intellectual property rights when sharing content on social media platforms.
- Obtain proper authorization before using or sharing copyrighted material.

Endorsements and Sponsorships:

- Clearly disclose any endorsements, sponsorships, or partnerships when promoting products, services, or organizations on social media platforms.
- Do not make false or misleading claims about any products, services, or organizations.

Cyberbullying and Harassment:

- Do not engage in cyberbullying, harassment, or any form of online abuse.
- Report any instances of cyberbullying or harassment to the appropriate authorities within Belfast Star.
- Anyone is entitled to block members of the public where it is deemed appropriate as a helping aid to stop Cyberbullying and Harassment.



Compliance with Laws and Regulations:

- Comply with all applicable laws, regulations, and policies when using social media platforms.
- Do not engage in any illegal activities or encourage others to do so.

5 Consequences of Policy Violations

Violation of this social media policy may result in disciplinary action, including but not limited to verbal or written warnings, fines, suspension, termination, or legal action, depending on the severity and frequency of the violation.

The determination of fines will be made by the Disciplinary committee, considering the nature of the violation and its impact on Belfast Star and its members.

In cases where a violation is deemed serious or potentially harmful, a suspension may be imposed pending the outcome of an investigation. The length of the suspension will be determined by the Disciplinary committee based on the circumstances of the violation.

Belfast Star reserves the right to take appropriate action to address policy violations and protect the Club's reputation and interests.

Please note that the specific details regarding fines and suspension lengths will be determined by the Disciplinary committee on a case-by-case basis.

6 Review and Updates

This policy will be reviewed periodically to ensure its effectiveness and relevance. Belfast Star reserves the right to update or modify this policy as needed.

By using social media platforms associated with Belfast Star, individuals acknowledge their understanding and agreement to comply with this policy.



This policy was last reviewed in June 2026.

A handwritten signature in blue ink, appearing to read "B. McCotter", is written over a light blue horizontal line.

Mr B McCotter
Chairman