



## ESSEX SOCIAL MEDIA POLICY

Essex Tennis currently have two social media platforms,  
Facebook @Essexlta & Twitter @EssexLTA

Facebook posts and shares are auto directed to Twitter  
Twitter tweets and re-tweets are not auto directed to Facebook.

The social media accounts currently have three administrators/volunteers that populate the accounts on behalf of Essex Tennis.

The main aims of the accounts are to promote Essex Tennis to players, coaches, clubs, parents, schools and volunteers. We also celebrate and highlight county team activity at junior and senior level and recognise individual high level successes.

The administrators will **aim to:** post/share/tweet/re tweet information in relation to the **PRIMARY AREA** list below using Facebook and Twitter. This is subject to moderation regarding appropriate content regarding language, information contained and accompanying images.

### **PRIMARY AREAS**

It is intended that primarily the following areas will be publicised on Essex social media accounts.

County Leagues and Cups.  
Adult and Junior County Team activities  
Individual international success  
Individual success at Grade 1 and Grade 2 tournaments (and linked events)  
National and Regional training and camps  
Essex school and University team information and achievements  
LTA/Essex Tennis coach forums, coach courses and CPD opportunities  
LTA/Essex Tennis club forums, volunteer opportunities and County AGM's  
LTA initiatives (e.g. NVBTW, SheRallies, Tennis for Kids etc.)  
Road 2 Wimbledon  
LTA Team Tennis  
LTA club registration, Wimbledon Opt in and ballot  
Information regarding LTA coach/volunteer of the year awards

And finally anything that we believe to be inspirational in the field of tennis or relate to sport in general.

It is important to note that Essex Tennis we currently have in excess of 730 Facebook and 1800 Twitter followers and as the **administrators/volunteers are not always "online" they will not see every post/tweet shared.**

Essex Tennis have no control over Facebook algorithms and daily volume of social media traffic.

If there is something anyone wants Essex Tennis to share it is essential that the 'messenger facility' on Facebook is used and subject to the discretion of Essex Tennis, [with particular reference to the **PRIMARY AREAS** above and together with any other appropriate criteria] sharing may take place.

The following LTA link below gives information regarding utilising social media platforms.

<https://www.lta.org.uk/socialmediasupport>

The LTA link below on pages 52-55 relate to good practise for clubs when using social media

<https://www.lta.org.uk/globalassets/about-lta/safeguarding/whats-the-score---safe-and-inclusive-tennis.pdf>