

ABTO SOCIAL MEDIA GUIDELINES

1. Introduction

The ABTO Management Committee wants members who choose to engage in social media to do so in a way that does not risk their standing and professional reputation as tennis officials, or presents a negative image of tennis officials and/or tennis officiating.

Codes of conduct for officials apply to social media use as much as to members' personal and professional activities, and an inadvertent breach risks disciplinary action by the ITF and/or the LTA.

These guidelines highlight relevant LTA and/or ITF Code of Conduct requirements that members should comply with in their social media use and provide general tips that can help achieve this. While it is for members to carefully consider their actions and apply the Codes of Conduct to the best of their judgement, and to be prepared to explain and justify their actions, we hope these guidelines allow them to do so safely.

2. Code of conduct considerations

- Maintain the highest standards of professional conduct and project a favourable image of tennis and officiating at all times.
- Maintain complete impartiality to all players and other officials at all times, avoiding situations where this may appear to be compromised or actions which others may consider inappropriate. This includes entering into any relationship (business, personal or otherwise) with players.
- Do not engage in any betting activity in connection with any tennis event.
- Treat everyone involved in tennis fairly and with respect, including (but not limited to) in relation to characteristics protected under the Equality Act 2010.
- Respect the confidentiality of those involved in tennis, for example with regards to medical information.
- Do not criticise or attempt to explain calls or decisions by other officials to anyone other than privately to those officials, the Supervisor/Referee and/or the Chief Umpire/Manager.
- Comply with all criminal laws in all jurisdictions.
- Do not participate in media interviews/meetings with journalists from which statements relating to tennis officiating can be printed or broadcast without sufficient approval.
- Do not engage in abusive or threatening conduct to anyone involved in tennis events.
- Comply with the requirements of the [Tennis Anti-Corruption Programme](#), in particular by not promoting any tennis betting company through posts on social media, and by reporting corruption offences.

3. General tips for social media use

- Be transparent
 - Don't expect anonymity. If you aren't willing to stand behind what you say or are worried you might get in trouble, it is probably better that you do not post it.
- Be judicious
 - Not everything should be shared. Avoid posting any confidential information or sharing information about others involved in tennis.

- Be knowledgeable
 - Review information before posting to ensure accuracy. If you are borrowing content from somewhere else, cite and link your sources and check permissions. Be aware that liking a post can often be seen as support for that post. The same can also apply to retweeting, sharing or forwarding a post unless accompanied by a comment stating otherwise.
- Be conversational
 - Write in your own voice and share your personality but remember to do so in a respectful way.
- Be responsible
 - When using social media, you alone are responsible for what you post.
- Be considerate
 - Respect yourself and your peers. Avoid slurs, personal attacks, obscenity, and inflammatory topics.
- Be thoughtful
 - It is easy for what you post to be taken out of context. Think about reactions to your post before sharing it.
- Be professional
 - Avoid posting information or pictures that may represent you in an unprofessional manner, particularly if you are friends, or regularly communicate, with fellow members on social media sites, as this may undermine your credibility or lead to disciplinary action if what you are sharing violates codes of conduct/policies.
- Be legal
 - Follow all applicable laws, including copyright, data protection, defamation, libel, and slander.
- Be safe
 - Cyber criminals have evolved along with the web, so be careful what you share and with whom you share it. Ensure the safety and security of all passwords. Do not have them written down or stored anywhere where they can be accessed by others.

ABTO Governance Working Group
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