



# MCUI (UC) Ltd Social Media Policy

MCUI (UC) Ltd encourages its council members, delegates, officials and licence holders to participate in social media in ways that demonstrate respect for the dignity of all human beings; and do not bring MCUI (UC) Ltd into disrepute or imply MCUI (UC) Ltd endorsement of personal views.

## 1. Background Information

Social media are a group of online applications which are designed to allow information to be created, shared, discussed and disseminated. Social media include the sites, tools, channels and platforms used to publish user-generated content and promote social connections and conversations.

Social media provide opportunities to build communities and to encourage dialogue through the exploration and consideration of diverse thoughts and views. MCUI (UC) Ltd embraces the use of social media by its council members, delegates, officials and licence holders to connect with each other and the broader community.

With the rapid growth and application of social media, MCUI (UC) Ltd recognises the need to have a policy and guidelines, which ensure that those who use social media, in association with the MCUI (UC) Ltd or in a personal capacity, have guidance on the Centre's expectations where social media are used.

## 2. Policy Statement

Personal, academic and professional use of social media by MCUI (UC) Ltd council members, delegates, officials and licence holders must not:

- a. Bring MCUI (UC) Ltd into disrepute;
- b. Compromise the effectiveness of the Centre;
- c. Defame individuals or organisations;
- d. Imply MCUI (UC) Ltd endorsement of personal views; or
- e. Disclose, without authorisation, confidential information
- f. This policy applies to all social media.

## 3. Policy Purpose

The Centre expects that MCUI (UC) Ltd council members, delegates, officials and licence holders who contribute to social media will familiarise themselves with this policy and related guidelines, and will act responsibly in references to MCUI (UC) Ltd in their social media and online activities.

This policy should be read in conjunction with all other MCUI (UC) Ltd policies, including the Ulster Centre Rules, General Competition Rules and Championship Rules.

## 4. Principles

The following five principles apply to the use of social media for MCUI (UC) Ltd council members, delegates, officials and licence holders

- a. Show respect for human dignity and adhere to the MCUI (UC) Ltd Mission and values;
- b. Do not use social media to bring MCUI (UC) Ltd council members, delegates officials and licence holders into disrepute;
- c. Do not imply MCUI (UC) Ltd endorsement of personal views;
- d. Ensure confidentiality of information obtained through the Centre is maintained; and
- e. Do not use social media to the detriment of MCUI (UC) Ltd activities.

## 5. Application of Policy

This policy applies where a person is a council member, delegate official or licence holder with the MCUI (UC) Ltd.

## 6. Consequences of Breach

Breach of this policy will be dealt with in accordance with the MCUI (UC) Ltd General Rules, and may lead to disciplinary action. Where inappropriate use under this policy constitutes a breach of any law, action may also be taken in accordance with that law by MCUI (UC) Ltd or concerned third parties.

## 7. Further Assistance

Contact MCUI (UC) Ltd Secretary [ucsecretary@aol.com](mailto:ucsecretary@aol.com)