

WPBSA Social Media Guidelines

With the use of social media across several platforms now more popular as ever, this document aims to provide you with some simple practical advice as to how to conduct yourself online and make the most of what social media has to offer responsibly.



‘Build your profile’

We encourage players to get involved with social media and to promote themselves in a responsible manner. There are several potential benefits to effective social media use, both for you as individuals, for us and a tour and for our sport as a whole.

Good social media practice will allow you to:

- Build your profile, quickly provide information and raise awareness of your achievements on tour
- Connect and engage with fans and other people in our sport
- Attract personal sponsorship which will help you to compete in events
- Promote and represent the tour positively as a whole, which will ultimately help us to grow as a sport

Do express yourselves and allow your personality to shine through – this is what creates stars in our sport and is what fans want to see.

Six tips to remember

Of course, social media can be extremely positive, but if misused there is also a risk of damage not only to your reputation, but that of the tour as a whole.

The good news is that these can be avoided if you post and conduct yourself appropriately online by remembering the following important guidelines.

1. You are not only representing yourself, but the tour and our sport as a whole!

What you post can not only have affect your own reputation, but also that of our tour and snooker in general.

Always conduct yourself professionally, respect others and avoid confrontation online. If somebody attempts to provoke you then block or mute their account and avoid a public argument.

2. Everyone can see you! There is no such thing as privacy online.

What you might consider a private joke between friends could be seen by somebody who does not know you and the meaning behind your post.

Respect your audience and think carefully before every post – would you say this in front of your parents, young children in your club or to a journalist? If not, then consider whether the post is appropriate for the wider world.

It is now common practice for newspapers and online media to produce articles based upon nothing more than a tweet, so could your post be misinterpreted?

3. Even if you delete a post, that does not mean that it is gone!

Even if you later delete a post, by now it might already have been copied and reposted by an external media outlet over which you no longer have control. Think carefully before you post.

4. Do not swear, or even suggest foul and abusive language with the replacement of letters with symbols

Not only is this a breach of our Members Rules, but your posts may be seen by children, potential sponsors and others and reflect negatively on both you and snooker as a sport.

5. Contact us privately if you have any complaints or concerns - do not criticise other competitors, countries, venues, organisations or brands

Remember that news and stories from our events are seen all over the world and your conduct online could have an impact on future event opportunities.

For example, if you criticise a table then that comment may be seen online by the table manufacturer, the venue or other future venues we may be negotiating with and may be put off by potential criticism.

So please respect our sport and if you are not happy, as per our terms and conditions, please report this to the Tournament Director or a board member in private rather than posting this online.

6. If you see any comments or photos online that concern you, or you feel that somebody may be in danger, do report this to the relevant authority

And finally...

Have fun! By being responsible and having in mind the above guidance we hope that you will enjoy the benefits of social media and that this will positively support your career.

If you have any questions or require more specific advice please contact matt.huart@wpbsa.com