

ARCHERY GUYANA

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ARCHERY GUYANA : SOCIAL MEDIA COMMITTEE POLICY

(Hereinafter referred to as the “Social Media Committee Policy”)

1. Purpose: The purpose of this policy is to establish clear guidelines governing the structure, responsibilities, and conduct of the Social Media Committee (SMC) of Archery Guyana. By way of background, this Committee was first formed on 06/03/2023.

The SMC is responsible for managing, monitoring, and promoting Archery Guyana’s image, activities, and values across all digital and social media platforms in a professional and ethical manner.

2. SCOPE

This policy applies to:

All members of the Social Media Committee,
Any individual authorised to post or manage Archery Guyana’s social media accounts,
National coaches, athletes, officials, and affiliates representing Archery Guyana in digital spaces, and
Any persons granted temporary or delegated access to federation platforms.

3. OBJECTIVES: The key objectives of the Social Media Committee are to:

1. Enhance visibility of Archery Guyana’s programmes, achievements, and events;
2. Promote Olympic values and good sportsmanship;
3. Safeguard the reputation of the federation and its members;
4. Engage audiences through consistent, accurate, and timely communication; and
5. Ensure compliance with federation, national, and international communication standards.

4. COMPOSITION OF THE SOCIAL MEDIA COMMITTEE

The Committee shall consist of at least three (3) and no more than eight (8) members, appointed by the Executive Committee.

Membership shall include:

Chairperson: Oversees all communications and content strategy.

Communications Officer: Coordinates postings and official releases.

Photographers: Collects and archives content from events.

Technical Representative: Ensures secure management of passwords and digital assets.

Athlete / Coach Representative: Provides on-ground insights and updates.

Design & Creative Support (optional) – Assists with visual and branding design.

Other volunteer as deemed desirable

All members shall serve for a term of one (1) year, renewable by the Executive Committee.

5. ROLES AND RESPONSIBILITIES

5.1 Committee Chairperson

Lead all committee meetings and report to the Executive Committee.
 Approve major announcements, campaigns, and content releases.
 Ensure alignment of communications with Archery Guyana's mission and policies.
 Liaise with media and sponsors when authorised.

5.2 Committee Members

Prepare, schedule, and publish posts on official platforms.
 Ensure tone, spelling, and presentation are professional and consistent.
 Monitor online engagement and respond to appropriate queries.
 Protect sensitive information and maintain confidentiality.
 Flag inappropriate comments, cyberbullying, or safeguarding concerns immediately.

5.3 Communications Officer

Maintain the Social Media Content Calendar.
 Archive posts, stories, and media assets for federation records.
 Compile monthly analytics reports for review by the Executive Committee.

6. OFFICIAL SOCIAL MEDIA ACCOUNTS

The following are recognised as official Archery Guyana social media platforms:

Facebook Page: Archery Guyana

Instagram Handle: @archeryguyana

Twitter/X: @ArcheryGuyana

YouTube Channel: Archery Guyana Official

Website: www.archeryguyana.org

All other pages purporting to represent the Federation must be approved in writing by the Executive Committee.

7. CONTENT MANAGEMENT AND APPROVAL

1. All official announcements, press releases, and public statements must be approved by the Chairperson and/or the Board of Directors, President or Secretary General.
2. Routine updates (e.g., event results, photos, congratulatory messages) may be posted by authorised members following established style and tone guidelines.
3. All content must:
 - Be factual and respectful;
 - Acknowledge sponsors and partners accurately;
 - Represent the Federation's values of integrity, inclusivity, and fair play.

8. PERSONAL USE AND REPRESENTATION

1. Members, athletes, and coaches are encouraged to share federation content on personal pages, provided posts remain respectful and non-political.
2. Individuals must not make statements on behalf of Archery Guyana without authorisation.
3. Any offensive, defamatory, or discriminatory content related to the Federation, its partners, or sport, may lead to disciplinary action.
4. Personal opinions should be clearly distinguished from official statements.

9. BRANDING AND VISUAL IDENTITY

All posts must use official federation logos, fonts, and colours.

Any modification or creative adaptation must receive prior approval.

No commercial logos may appear in posts without sponsor consent and federation and board's clearance.

10. SAFEGUARDING AND CONFIDENTIALITY

Images of minors (under 18) must have written parental consent before publication.

No personal contact information of athletes may be shared.

Members must immediately report online bullying, harassment, or inappropriate conduct to the Safeguarding Officer and the Committee Chairperson.

11. SECURITY AND ACCESS CONTROL

Passwords for all official accounts shall be kept in a secured, shared digital vault accessible only to the Chairperson, Secretary, and President.

Access rights will be reviewed quarterly and updated upon staff or committee changes.

Unauthorised access or sharing of credentials constitutes a disciplinary breach.

12. CRISIS COMMUNICATIONS

In the event of misinformation, online controversy, or reputational threat:

1. The Chairperson must immediately notify the Board of Directors.
2. A coordinated response shall be drafted and approved before any posting.
3. No member should independently respond to media or public comments.

13. MONITORING AND REPORTING

Quarterly analytics reports (reach, engagement, audience growth) shall be submitted to the Executive Committee.

A short quarterly summary highlighting achievements, audience trends, and recommendations for improvement must also be presented to the Board of Directors.

14. DISCIPLINARY ACTION

Any breach of this policy, including misuse of official platforms, unauthorised posts, or misconduct online, may result in:

- Written warning,
- Suspension of access rights,
- Formal disciplinary review, or
- Termination of membership or committee appointment.

15. Review of Policy: This policy shall be reviewed annually (or earlier if required by changes in rules, Federation governance or international requirements). Any amendments must be submitted to the Federation's Executive Committee for approval.