



SOCIAL MEDIA GUIDE



SWISS SQUASH

 **swiss** 
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imprint

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SWISS SQUASH


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THREE BASIC RULES

You are an ambassador for Swiss Squash and share responsibility.



You respect supervisors, organizers, the environment, teammates and opponents at all times.



You allow time to pass after emotional events before posting about them

Opportunities of social media

CONNECT



Even if you don't have the time for personal contact, you can keep fans, friends and family up to date on your activities. For example, you can report live on a competition day by creating a story using pictures and videos of special moments.

MOTIVATION



You can cheer on fellow athletes or show others that it's worth fighting for with pictures and reports of your successes. Conversely, you can also draw motivation from encouraging comments from your fans and friends. On your own blog or Instagram profile, for example, you can post pictures from competitions and have your followers like and comment on them.

IMAGE



Through your appearance on social media, you have a say in what image others have of you as an athlete. For example, if you comment on the success of another athlete via Twitter or Facebook with congratulations, you are showing your collegial, sporting side.

REPRESENT



As an athlete, you always represent your sport, your team or your squad and can promote your awareness and popularity via social media. For example, you can upload videos from a training session to your own channel and thus provide a 1:1 insight.

SPONSORS



Athletes who are active on social media and have many followers and likes are attractive to sponsors. For example, if you tag the sponsor in an Instagram post of yourself in your new gear, it will be visible to all your followers.

SAVE MONEY



You don't have to pay any money to have a profile on the most popular social networks. This makes them a cost-effective means of communication for you.

Risks of social media

PRIVATE BECOMES PUBLIC



Your content quickly reaches a wide range of recipients via social media – even if it is an ill-advised comment or an image that was only intended for certain eyes. In addition, everyone can redistribute your content. If you post without thinking, your image in the team or squad, among the fans or even in public will suffer. In the worst case scenario, your trainers and sponsors will react with sanctions.

TIME

Time flies when you click through social networks and edit your profiles. You may then lack this time for training or recovery.

PICTURES

You have to be particularly careful with photos and videos on social media. Certain images appear inappropriate or tasteless to many viewers. You should never post or forward such content:

• Images and videos that show you using cigarettes, alcohol or drugs.

• Images and videos that show you in a more revealing or erotic way than you would like to be in public.

• Pornography and depictions of violence.

THE INTERNET NEVER FORGETS

Your digital sins can be unearthed at any time and at the most inopportune times – for example, in a tabloid after your breakthrough as a sports star. Imagine a party picture that you shared with your colleagues on Snapchat. Would you still find it funny if your sponsor saw it or if it showed up on a sportswriter's Twitter profile years later?



Tips for dealing with social media



PRIVACY SETTINGS

Check the privacy settings of the social networking site(s) you use. Choose appropriate settings that are appropriate for the content of your posts. You should consider all information you post as public - even with appropriate privacy settings, your posts can be copied and made available to people outside of your intended audience. (unwanted adjustments by providers) Check the settings regularly.

TWO PROFILES

Maybe it makes sense for you to have both a protected profile for your private contacts and a public athlete profile. But remember: Your personal profile is not completely private either. Content can be redistributed and made public at any time.

KEEP PRIVATE PRIVATE

Regularly check your contact lists as well as your profile and security settings. Don't give out any personal information. This also includes sensitive or extreme political statements that are better discussed privately with friends and family rather than shared with the public and strangers on the wide world of the Internet. Remember: not everyone thinks the same as you.

STAY COOL

After an emotional event such as a loss, allow some time to pass before commenting.

Sleep on it once and the world looks different. And don't take critical or negative comments too seriously. Feel free to leave them on your profile as long as they are acceptable to you.

GOOGLE YOURSELF

Enter your own name into Google regularly. Are search results not intended for the public appearing? If necessary, request deletion of the content from the person who published the content or the operator of the site.

BE RESPECTIVE & RESPONSIBLE

Follow the Ethics Charter of Swiss Sport on social media (see www.spiritofsport.ch): Show respect for all people, countries, organizations and take a clear stand against tobacco, drugs, doping and violence. Drink alcohol responsibly in accordance with the Youth Protection Act before.

POST IMAGES WITH STYLE

Images have a powerful impact. So before uploading photos and videos, think carefully about who might see them. Would you also like the picture on a public billboard?

Even in five years?

It's better to post less once than too much.

AVOID CURSING

Even allusions to offensive, offensive statements should be avoided. Likewise, don't engage in debates/arguments with your audience - instead, show that you've listened and respond appropriately.

SHOW YOUR PERSONALITY

Be yourself and show your personality: a few smileys here and there (if you like) make you appear more approachable and encourage your followers to ask you questions and talk to you. Be humorous when appropriate.

TAKE TIME-OUTS

Before competitions or after intensive training or competition phases, leave social media behind. If you are otherwise very active in the networks, you can ask someone you trust to look after your profile for you.

BE HONEST

Always tell the truth and correct mistakes as quickly as possible. Don't change past posts without pointing them out.

ONLINE ADDICTION

The Internet is essential for most people, but for some it becomes an addiction. The Internet becomes more important to them than real life, without the Internet they become irritable and nervous, they neglect work, school, friends, hobbies, sleep and training. Being addicted to the internet is not a character weakness, but has to do with processes in the brain. You can treat your addiction with the help of a specialist. Contact a counseling center if you are concerned about your own internet use or that of a friend.



OFFLINE

REMEMBER SPELLING AND GRAMMAR

Adapt to the language used on social networks, but try to pay attention to correct spelling and grammar whenever possible: most of the time it is young people with whom you interact, so try to be a good role model.

CYBERMOBBING: STOP - BLOCK - TELL

Are you being targeted and belittled by someone? Then the following applies: Do not react - block contact - and contact an adult you trust (parents, trainer, teacher, etc.) or an advice center (you can find addresses under "Links and Help").

Tips for posting posts



How do I post a photo or video?

- I name and quote my training partners
- I name the place where the picture or video was taken
- I am careful to make the appearance of Swiss Squash visible in my photos and videos (especially at international competitions)

When should Swiss Squash be tagged/marked?

- During international competitions
- On the occasion of national trainings
- During national training camps
- On the occasion of sporting events (e.g. Swiss Junior Open)

Why should Swiss Squash be tagged/marked?

- To benefit from the association's network
- To enable Swiss Squash to continue posting your posts
- To identify you as a young Swiss Squash athlete.

These should also be tagged/marked on occasions related to the following institutions:

- Swiss Olympic – CST Tenero + Magglingen
- SQUASH !T (Junior:innenturnier)
- J+S – Swiss Army
- Cool and Clean
- PSA World Tour
- European Squash Federation (ESF)

• Use of official photos Official photos are normally made freely available by Swiss Squash. But this is with the pretext of identifying the author of the photo. e.g. ©Kurt Frischknecht/Swiss Squash

Which Swiss Squash hashtag should I use?

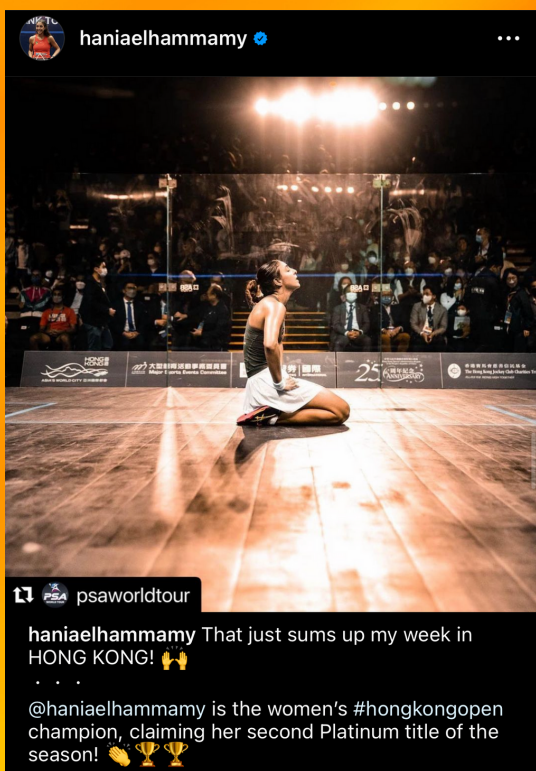
#swissquash

How do I mark Swiss Squash?

Instagram @swissquash Facebook @Swissquash X @swiss_squash



Examples of good social media posts



Examples & consequences of bad social media posts



Who: Marvin Morgan, footballer Tweet: Wanted to thank the fans who booed me off the field. What does that bring you? I hope you will die.

Consequence: The footballer is suspended by his club, fined (2 weeks' wages) and released for transfer.

Who: Stephanie Rice, swimmer Tweet: Check it out, faggots Consequence: Because of her homophobic tweet, Jaguar is ending its lucrative sponsorship with the swimmer and also taking back the car that was provided to her.

Who: Paraskevi Papachristou, triple jumper Tweet: With so many Africans in Greece, the mosquitoes from the West Nile will eat like they do at home. Consequence: Because of the tweet, he was excluded from the games before the opening ceremony of the 2012 Summer Olympics in London. She made racist comments about African immigrants in her home country on Twitter and thereby deprived herself of the greatest event in an athlete's career.

Who: Ryan Babel, footballer Tweet: I don't know, the ref was on drugs Consequence: In 2012, the professional footballer was sentenced to a fine of €3,000 by the German Football Association's sports court after a game for insulting the referee via Twitter. In 2011, he had to pay a fine of the equivalent of €12,000 to the English Football Association for the same offense after a Liverpool FC game against Manchester United.

Who: Michel Morganella, footballer Tweet: I'm killing all South Koreans. Go burn all of you, you're a bunch of mentally retarded people. Consequence: insulted the Koreans in the worst possible way after the 2012 Olympic defeat. Was suspended by IOC and SFV and sent home. Twitter and FB account suspension.

Links and help

www.147.ch

Information and advice from Pro Juventute for young people with questions on various topics. Advice by phone, chat, email or SMS – around the clock, every day.

www.feel-ok.ch

Internet platform for young people with informative texts, games and tests on health issues and everyday topics.

www.skppsc.ch

Swiss crime prevention platform for young people and parents with information and tips on how to use the internet, social media and more safely.

www.cybersmart.ch

Offers of information on topics relating to the Internet.

www.klicksafe.de

Comprehensive information and offers on dealing with the Internet and social media from a large EU project.

www.spiritofsport.ch

Ethics charter with the nine principles in Swiss sport, supported by Swiss Olympic, the Federal Office of Sport FOSPO and the Swiss sports associations.

www.swissolympic.ch/uebergriffe

Program from Swiss Olympic and the Federal Office of Sport FOSPO against sexual assault in sport with information, support and advice.

www.psafoundation.com

Committed to increasing the presence of the sport of squash around the world, improving the accessibility of the game, cultivating a dedicated global fan base, and making professional squash a sustainable career choice for all.

Links and further information for coaches, officials and youth leaders

In any case and around the clock, Pro Juventute's free advice will help you:

**<http://jugendleiter.projuventute.ch>, 058 618 80 80,
jugendleiter@projuventute.ch**

More addresses

www.swisscom.ch/medienkurse

Media courses to teach media skills for young people with a special module "My presence as an athlete on the Internet" for sports schools, in collaboration with Swiss Olympic.

www.swiscom.ch/medienstark

Meeting point for parents on the topic of media literacy.

www.skppsc.ch

Swiss crime prevention platform for young people and parents with information and tips on how to use the internet, social media and more safely.

www.cybercrime.admin.ch

Swiss Coordination Office for Combating Internet Crime (KO-BIK).

www.klicksafe.de

Comprehensive information and offers on dealing with the Internet and social media from a large EU project.

www.jugendundmedien.ch

National program to promote media literacy among young people.