



**Republic of Ireland Taekwon-Do Association
(R.I.T.A.)**

Press and Social Media Policy

PRESS AND PUBLIC RELATIONS

All articles for publicity or statements about the R.I.T.A. must be authorised by the Masters' Council or the president of the R.I.T.A. before release.

Social Media

Social media has become an integral part of the culture in most organisations. The use of social media is a powerful tool in advertising and running a school as well as an informational outlet for parents and students. While the use of social media can be a huge benefit it can potentially cause issues.

The membership form informs parents and students that photographs may be taken and used in the promotion of the school. Photographs/articles may be removed at the request of a parent student or senior officials.

If using Social Media you should ensure that:

- Any photographs taken are used only on official sites for our school/association.
- Care should be taken to avoid offense, likely offense or embarrassment on any social media outlet.
- Under 18's should not be directly named where possible.
- School social media should not be used for personal purposes or individual gain; it is there for the use of the school only.
- Comments made on social media posts by the public which are deemed offensive or liable are to be removed by the RITA administrator

In general you should only post photos and videos which people have posed for (i.e. given permission) or are in an environment where photos and videos are commonly taken (i.e. implied permission) e.g. a tournament, class etc. These photos/videos should only be of Taekwon-Do related activities and not something which may cause embarrassment of offence.

Newsletters

These will be published regularly and are for the benefit and information of all instructors, black belts and coloured belts. One newsletter per official school whose members are Full members of the R.I.T.A., will be sent and it is the duty and responsibility of the recipient to ensure that members of that school are given an opportunity to see the newsletter. On application a black belt can receive a personal copy of the newsletter.