

# Singapore Disability Sports Council

## Media and Communications Policy

### 1 Media and Communications Policy

- a) In addition to traditional media (print, radio and television), social media (e.g. Facebook, Twitter, blogs, websites) is an increasingly popular way to engage with supporters, communicate with the general public and promote disability sports, athletes, partners and sponsors. It is important that Athletes, and all personnel associated with the SDSC are able to communicate to each other, media and the public at large effectively, positively and productively to promote and grow disability sports. No one should attempt to tarnish the Council's reputation, or the profile of disability sports or athletes with disability, in the communication of any content.
- b) This policy covers all forms of communication and media, including, but are not limited to, activities such as social media postings, blogging, updating of statuses, online voting or polling, tagging, tweeting, posting of photographs, video and audio material onto social media and made accessible to the public.
- c) All athletes training under the support of SDSC as well as volunteers, officials, and employees of the Council are bound by this Policy.

#### 1.1 Rules for Communication and Media Activities

- a) Do not make any public statement or comment, or respond in any way that may be construed to be negative, offensive or derogatory towards others, disability sports, the SDSC, its personnel, sponsors or stakeholders, or bodies working to promote disability sports in Singapore. This includes using subtle references such as tagging, or liking or retweeting negative comments or posts, which indicates your approval for the content.
- b) Inform and obtain approval from the Council before engaging in or undertaking any media or press activity that communicates you as an athlete, volunteer, official or employee of the Council. Only provide insight, expertise and relevant and accurate comment.
- c) Approach all communications in a positive manner. Be respectful, professional and courteous. Any "personal attack", name-calling, abuse or defamation will not be tolerated.
- d) Bear in mind that the President, Executive Director of SDSC or their nominated delegate is the official spokesperson for the Council and therefore the only person permitted to speak on behalf of, or about SDSC without prior written approval from SDSC.
- e) Be responsible to attend media conferences or interviews coordinated and / or approved by SDSC
- f) When posting on social media or giving any interview that includes a visual element as an athlete, volunteer, official or employee of the Council, wear items of uniform as directed by SDSC.
- g) Obtain prior consent from the SDSC before entering into any agreements which would involve you working in any media capacity whatsoever in any period leading up to, during or after a major competition, whether as a print journalist, on the radio or television or by providing exclusive interviews or diaries or columns or blogs.
- h) Not disclose any confidential information associated with SDSC, its sponsors or stakeholders.
- i) Check intellectual property rights and other additional terms you may be subjected to, especially if you are also participating in other teams and games outside the Council, such as the terms of the Athlete Agreement of the Singapore National Paralympic Council (SNPC) and Athlete Agreement of Singapore Sports Institute (SSI).
- j) Do not reproduce or use in any way any name(s) and/or logo(s) owned by the SDSC, Team Singapore, without prior written consent from the Council or SportSG. Such names and logos include, without limitation, the Singapore Disability Sports Council, SDSC, the SDSC logo, Team

Singapore, TeamSG, the TeamSG logo, and any derivations thereof. This includes any tagging on social media.

- k) Do not use any profane, obscene or inappropriate language

## 1.2 Monitoring

- a) The SDSC will regularly monitor online activity in relation to the Council, disability sports, athletes with disability and other relevant topics. Detected breaches of this policy should be reported to the SDSC.

## 1.3 Liability

- a) When you choose to go public with any comments or material in any way, including on social media, you are solely responsible for such comments and materials. You should be aware that you can be held personally liable for any comments and material that may be deemed to be defamatory, obscene or proprietary.
- b) In any situation, you should not post information which you have been asked not to, or not been provided consent for, especially those governed by intellectual property rights or the Personal Data Protection Act (PDPA).

## 1.4 Infringements

- a) It is important for you to understand the need to exercise care in setting boundaries between your personal and public communications, and to understand that what may seem private, especially that in the digital world, can often become public, even without knowledge or consent. In no circumstance would a privacy setting be foolproof nor can it be used as an excuse for ignorance or non-conformance to this Policy.
- b) SDSC reserves its right to take any appropriate measure with respect to infringements of this Policy, including disciplinary or legal actions. It also reserves the right to act on information provided by third parties, to investigate possible infringements of this Policy, and take appropriate actions.

## 1.5 Responsible and Positive Communications

- a) You can promote support for disability sports using the following means:
- Follow SDSC on Facebook (<https://www.facebook.com/SingaporeDisabilitySportsCouncil/>)
  - Tag SDSC when posting (content, photos, videos, updates) that promote a positive image of disability sports and athletes with disability (#SDSC). Acknowledge SDSC's sponsors and partners where possible, to show gratitude for their contributions, e.g.

### Significant Sponsors of SDSC

- Haw Par Corporation Limited - #HawPar
- Micron Foundation - #Micron
- JCCI - #JCCI
- Toyota - #Toyota
- Mitsubishi - #Mitsubishi

### Sports Partners of SDSC

- Bowling Association for the Disabled (Singapore) - #BADS
- Deaf Sports Association (Singapore) - #DSAS
- Goalball (Singapore) - #GoalballSG
- Lawn Bowls Association of Singapore - #LBAD
- Para Cycling Federation Singapore - #PCFS
- Para Athletics Singapore - #PAS
- Riding for the Disabled Association of Singapore - #RDA

- Table Tennis Association for the Disabled (Singapore) - #TTADS
- Wheelchair Basketball Association of Singapore - #WBAS
- Wheelchair Racing Association (Singapore) - #WRAS
- Wheelchair Tennis Association of Singapore – #WTAS

#### 1.6 Contact Information

To seek approval for interviews, outreach requests or clarity on the suitability of content, please contact:

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