



# **SOCIAL MEDIA GUIDELINES**

*Local Organising Committees*

## SOCIAL MEDIA GUIDELINES FOR LOCAL ORGANISING COMMITTEES

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## **SOCIAL MEDIA AND FIBA EUROPE: A SUCCESSFUL MARRIAGE**

*FIBA Europe has actively been partaking in the usage of social media to promote itself as the governing body of basketball in Europe and the competitions it oversees since 2009.*

*Beginning with Facebook, FIBA Europe now has five active pages, and one inactive (EuroBasket 2011), with collective “likes” of over 110,000.<sup>1</sup>*

*A number of these pages have been created and run successfully in cooperation with Local Organising Committees (LOC).*

*FIBA Europe also has direct management over three twitter pages dating back to 2010, with a total following of over 18,500.<sup>2</sup>*

*FIBAEuropeTV launched on YouTube in November 2011 and videos on the page have together generated over 1.04 million unique hits.<sup>3</sup>*

*In order to maintain relevance in the ever-changing world of social media, FIBA Europe keeps a close watch on social media outlets, adapting to changes across all social media formats. This also includes plans to open Instagram and Pinterest accounts, in the not-too-distant future.*

*The success of social media in promoting FIBA Europe tournaments in the 21<sup>st</sup> century is unquestionable and in the future it is inevitable that social media’s importance for FIBA Europe will only continue to increase.*

*Like in any form of media, it is of the utmost importance that FIBA Europe presents itself and associated partners on social media platforms in a positive, controversial-free manner.*

*Therefore, there are a number of simple guidelines that FIBA Europe now expects the LOC and affiliates to adhere to, when using any form of social media to promote FIBA Europe-associated events.*

*The rules are written in relation to Facebook, Twitter and YouTube. As previously mentioned, FIBA Europe is actively experimenting with other forms of social media. These guidelines will be updated regularly addressing new forms of social media, and will be made available on the fibaeurope.com website, under downloads.*

**If the following rules are not adhered to FIBA Europe reserves the right to take over complete management of the page, in order to protect their own brand.**

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<sup>1</sup> This data was accurate as of April, 2013

<sup>2</sup> This data was accurate as of April, 2013

<sup>3</sup> This data was accurate as of April, 2013

## 1 FACEBOOK

### 1.1 Administration

*In order for an LOC to create a Facebook page, they must first confer with the FIBA Europe media department, who will develop the page on behalf of the LOC, keeping with the FIBA Europe theme used across all FIBA Europe Facebook pages.*

*Once the page has been developed, the main responsibilities of updating and running the page will be handed over to the LOC. FIBA Europe will remain joint administrators on the page.*

*Register the page early to avoid imitations. Monitor regularly for similar pages and imitations and report them to FIBA Europe.*

### 1.2 Language

*The page may be run in the native language of the host country; however, posts must also appear in British English. The person making the posts in English must be able to write in English in a fluent and understandable manner with minimal spelling errors. The misspelling of player's names is unacceptable. Please refer to [fibaeurope.com](http://fibaeurope.com) for the correct spelling of the name.*

*The tournament in question must always be referred to by its official name, **with the correct letters capitalised**. For example: EuroBasket 2015. Common errors with this that must be avoided include:*

- Referring to the tournament as a global FIBA event. It is a FIBA Europe event.*
- Adding any additional words e.g. Cup, European, or FIBA.*
- Forgetting to capitalise the correct letters.*

### 1.3 Posting

*The main aim of the Facebook page is of course to promote your tournament and additionally your country as a fan destination.*

*Understand your key market/s and attempt to put up new posts at the time of day when followers will be online. This remains a debated and subjective topic but most agree that Facebook receives high traffic after lunch and in the early evening.*

*The more "likes", "shares" and "comments" that stories receive – the more likely it is for your page to gain a bigger following.*

*However, try to maintain the posts to three, maximum five a day and make sure they are spaced out throughout the day. By putting up too many posts may have the opposite affect to what is desired and in fact lead to unlikes rather than "likes". Facebook users do not want their newsfeeds bombarded with posts.*

*If you intend to link a story to a post, use a program such as [bitly.com](http://bitly.com) to shorten all links. It makes the posts look tidier, takes up less space, and also has the added advantage of allowing you to monitor how many clicks your links are receiving.*

*It is important that the tournament Facebook page retains neutrality when it comes to any posts regarding national basketball teams. The Facebook page is not that of a national basketball federation and cannot be seen or perceived as openly promoting or supporting the host nation's basketball team.*

*Do not post anything that may in any way be taken as being a political statement.*

*Do not post anything that may bring game officials into disrepute.*

*Do not post anything promoting sponsors without prior approval.*

### 1.4 Photos

*If posting any photos, please, when possible obtain the photos from [photo.fibaeurope.info](http://photo.fibaeurope.info). You will receive log-in details from FIBA Europe. There is an extensive selection of high-quality photos of past and present European players. The photos provided in the database are consistently of a higher quality than free photos online, and by using them, any potential copyright issues are avoided. Should you upload photos from a tournament-related event, it is important that photos are of a high-quality.*

*Avoid using photos taken from mobile phones. Monitor daily postings.*

*Assure that the photos are not smaller than the Facebook preview size (404 x 404 pixels for small; 851 x 404 for highlighted photos).*

### 1.5 Videos

*Videos follow a similar precedent to photographs in that they must be of high quality (not necessarily HD format), in which it is understandable what is going on in the video (no grainy videos).*

*When uploading videos directly to Facebook, prior approval from FIBA Europe is required.*

*Prior to posting any videos of basketball action from past FIBA Europe or FIBA tournaments, confirm with FIBA Europe that the video shows official footage.*

### 1.6 Monitoring

*Monitor comments from fans. Racist, sexist and discriminatory remarks should be removed immediately and can also be viewed as a justifiable reason for the instigator to be banned from the page.*

### 1.7 Fan Requests

*It is common for fans to try and attempt to contact the LOC via facebook messages. Treat these messages in a professional manner and answer them accordingly. Informal English and smileys should be avoided in answers.*

*Requests can be answered by in the language of the host country.*

## 2 TWITTER

### 2.1 Administration

*FIBA Europe will create a twitter account on behalf of an LOC, but will allow the LOC to develop and design the page. The design must then be approved by FIBA Europe. Upon approval, the responsibilities of tweeting will be handed over to the LOC.*

*FIBA Europe remain joint administrators for the account.*

### 2.2 Language

*Tweeting should be bi-lingual – the native language of the host country and British English. If necessary, FIBA Europe will tweet in English on behalf of the LOC.*

*Should the LOC opt to make the posts in English, the tweets must be written in a fluent and understandable manner with minimal spelling errors. The misspelling of player's names is unacceptable. Please refer to FIBA Europe for the correct spelling of the name.*

*The tournament in question must always be referred to by its official name, with the correct letters capitalised. For example: EuroBasket 2015. Common errors with this which must be avoided include:*

- *Referring to the tournament as a FIBA event. It is a FIBA Europe event.*
- *Forgetting to capitalise the correct letters.*

### 2.3 Hash-tags

*Prior to the tournament confer with FIBA Europe media staff about an appropriate hash tag for the tournament. For the purposes of trending – it is important to stick with one simple hash tag that is also likely to be used by players, members of the media and fans.*

### 2.4 Tweeting

*The main aim of the twitter account is of course to promote your tournament and additionally your country as a fan destination.*

*Understand your key market/s and attempt to tweet at the time of day when followers will be online. The more "retweets" that stories receive – the more likely it is for your page to gain a bigger following.*

*It is important that the twitter account retains neutrality when it comes to any posts regarding national basketball teams. The twitter account is not a promotional tool of a national basketball federation and cannot be seen or perceived as openly promoting or supporting the host nation's basketball team.*

*If you intend to link a story to a post, use a program such as bitly.com to shorten all links. With limited characters at your disposal, bitly.com significantly shortens links and also has the added advantage of allowing you to monitor how many clicks your links are receiving.*

*Do not post anything that may in any way be taken as being a political statement.*

*Do not post anything that may bring game officials into disrepute.*

*Do not post anything promoting sponsors without prior approval.*

### 2.5 Photos

*If posting any photos, please, when possible obtain the photos from [photo.fibaeurope.info](http://photo.fibaeurope.info). There is an extensive selection of high-quality photos of past and present European players. The photos provided in the database are consistently of a higher quality than free photos online, and by using them, any potential copyright issues are avoided. Should you upload photos from a tournament-related event, it is important that photos are high-quality. Avoid using photos taken from mobile phones. Monitor daily postings. By putting up too many posts may have the opposite affect to what is desired and in fact lead to unlikes rather than "likes". Facebook users do not want their newsfeeds bombarded with posts.*

### 2.6 Following

*Avoid "Following" too many other accounts. As an institution it can be a poor reflection to be following a large number of people without yourself having a number of followers, particularly in the formative stages of the account.*

*"Following" too many accounts can also have the negative affect of too much information flowing through the newsfeed, meaning that important tweets for you may go unseen.*

## 3 YOUTUBE

*An LOC has two options when it comes to uploading content onto YouTube.*

*The first is to upload clips via the official YouTube channel of the host country's national basketball federation. This is the preferable method if the video is limited to local interest.*

*If the video has global interest then FIBA Europe will upload the video to its official YouTube channel: FIBAEuropeTV.*

*In both instances, the LOC must get approval from the FIBA Europe Media Department prior to posting the videos.*

## 4 DOMESTIC SOCIAL MEDIA FORUMS

*The same rules that apply for Facebook, apply to setting up accounts on domestic social media websites, with the exception of language. Content does not also need to appear in English.*

*Prior to setting up any accounts on domestic social medial forums, it must first be approved by the FIBA Europe communications department.*