

ITF Social Media Guidelines

Purpose of the Guidelines

1. The ITF's objectives include to make tennis a safe and inclusive sport for everyone and to preserve the integrity of the sport. Upholding the standards of those using Social Media Platforms who are involved in ITF events is important for promoting inclusivity and to safeguard the integrity and reputation of the ITF, the sport of tennis and those involved in the sport.
2. The ITF also wishes to promote responsible usage of Social Media Platforms. These Guidelines have been prepared to provide helpful guidance to Covered Persons with regard to activity on Social Media Platforms. They are also intended to raise awareness of the fact that inappropriate activity on Social Media Platforms by Covered Persons could result in disciplinary action being taken by the ITF and amount to a breach of ITF Rules and Regulations.

Scope of the Guidelines

3. These Guidelines shall apply to all "**Covered Persons**", as defined within the ITF's Welfare Policy found within the ITF Rules and Regulations in force from time to time.
4. "**Social Media Platforms**" includes any type of interactive online forum that allows parties to communicate with each other or to share information in a publicly viewable environment. This includes but is not limited to Facebook, Instagram, WhatsApp, Twitter/X, LinkedIn, Snapchat, TikTok, WeChat and YouTube, as well as discussion forums, blogs and review platforms where opinions may be expressed by individuals.
5. These Guidelines are not intended to be exhaustive in addressing the ways in which Social Media Platforms may or may not be used or how the ITF may deal with concerns about activity on Social Media Platforms by Covered Persons. The Guidelines in no way affect, supersede, alter or replace the ITF Rules and Regulations in force from time to time. Reference should always be made to the ITF Rules and Regulations for the full regulatory provisions which govern standards and disciplinary procedures and which shall at all times prevail.

Social Media Activity

6. When using Social Media Platforms, all Covered Persons should be aware that their activity could amount to a breach of ITF Rules and Regulations, particularly (but not exclusively) where comments/posts are created and/or shared which:
 - a. are considered to be threatening, abusive, obscene or discriminatory towards another person or group of persons;

- b. question the integrity and/or fairness of another person, group of persons and/or organisation involved with the ITF or ITF sanctioned events;
 - c. have the potential to damage the reputation of the ITF, an ITF event and/or the sport of tennis; or
 - d. contravene the ITF's Safeguarding Policies.
7. The ITF recognises the desire of individuals to access and engage on Social Media Platforms and the benefits that can derive from this. It does not intend to prevent legitimate comment that is expressed as personal opinion in a reasonable manner. However, the boundaries for when such comment may amount to a breach of the ITF Rules and Regulations can be difficult to draw, and Covered Persons are advised to keep these Guidelines in mind when engaging in social media activity.
 8. Covered Persons are deemed responsible for any activity on their own account(s) on Social Media Platforms. The fact that content may have been posted by a third party will not prevent a Covered Person from being held responsible for that content.
 9. In some circumstances, activity on Social Media Platforms may be deemed to be in breach of the ITF Rules and Regulations even if the content does not relate directly to tennis, or individuals involved in tennis.
 10. 'Re-tweeting', 'liking', or otherwise endorsing another person's content on a Social Media Platform may be treated by the ITF as if the individual had made the original comment.
 11. Messages on services such as WhatsApp, WeChat or Snapchat which may be thought to be 'closed' or 'private' may not be considered 'private' by the ITF where, for example, they are shared with a group and/or are subsequently shared outside of a person's network and/or in a public forum.

Action by the ITF

12. The ITF may at any time formally request that a Covered Person removes online content where it considers it may be in breach of ITF Rules or Regulations. Whilst acceding to such a request by the ITF will not necessarily prevent disciplinary action being taken, failure to do so may be viewed as an aggravating factor for any potential misconduct.
13. The ITF may take disciplinary action if it considers that a Covered Person has breached its Rules and Regulations through their activity on a Social Media Platform. If disciplinary action is taken, it will follow the process set out in the appropriate ITF Rules and Regulations. Disciplinary action may result in sanctions which include, but are not limited to, the payment of a fine and/or permanent suspension from competition.