



Essex Tennis Social Media Policy

Essex Tennis currently have two social media platforms:

Facebook @Essexlta

Instagram [@EssexLTA](#)

Facebook posts and shares are not auto directed to Instagram

Instagram posts and shares are auto directed to Facebook.

The social media platforms currently have two administrators/volunteers that populate the accounts on behalf of Essex Tennis.

The main aims of the platforms are to promote Essex Tennis to players, coaches, clubs, parents, schools and volunteers. We also celebrate and highlight county team activity at junior and senior level and recognise individual high level successes.

The administrators will aim to share information in relation to the **Primary Areas** (as below) using our platforms. This is subject to moderation regarding appropriate content regarding language, information contained and accompanying images.

PRIMARY AREAS

County Leagues and Cups.

Adult and Junior County Team activities

Individual international success

Individual success at Grade 1 and Grade 2 tournaments (and linked events)

National, Regional and Essex training, ID days and camps

Essex clubs activities

Essex school and University team information and achievements

LTA/Essex Tennis coach forums, coach courses and CPD opportunities

LTA/Essex Tennis club forums, volunteer opportunities and County AGM's

LTA initiatives

LTA National League

Play your way to Wimbledon

LTA club registration, Wimbledon Opt in and ballot

Information regarding LTA coach/volunteer of the year awards

And finally anything that we believe to be inspirational in the field of tennis or relate to sport in general.

It is important to note that Essex Tennis have hundreds of social media followers, so not all posts will be seen by the administrators. If anyone becomes aware of inappropriate posts, can they please contact the Office team on 020 8502 6364 so they can take the appropriate action.

Essex Tennis have no control over social media algorithms and daily volume of social media traffic.

If there is something anyone wants Essex Tennis to share it is essential that the 'messenger facility' on Facebook is used and subject to the discretion of Essex Tennis, [with particular reference to the **PRIMARY AREAS** above and together with any other appropriate criteria] sharing may take place.

The LTA have produced a booklet called "[What's the Score Safe and inclusive Tennis](#)". Pages 52-55 relate to good practise for clubs when using social media