



**Singapore Table Tennis Association (STTA)
Media & Communications Policy
(Approved by Management Committee on 23 July 2020)**

1. INTRODUCTION

The STTA seeks to maximize the profile of the Singapore table tennis locally and internationally through positive coverage of STTA, its events, initiatives, programs and athletes.

This policy has been developed to provide guidance on the way media and communications is applied in the following situations:

a) Sports Education

This comprises table tennis information and knowledge to be disseminated to the public with the aim to enhance their awareness and understanding of the Sport. Information can be in the form of activities such as courses, seminars, workshops, as well as digital and printed media.

b) Singapore Table Tennis Matters

- (i) This comprises decisions, policies and activities of the Association to be released for public consumption. (including but not limited to Selection criteria, Selection Policies, , Results, Competition Directives, Events, messages)
- (ii) Press Statements to be communicated via STTA assigned spokespersons.

c) When working with an external media party

This comprises instances where an external media party may work with STTA's athletes, including but not limited to, interviews, photographs, filming, performances or consultancy work.

2. PURPOSE OF COMMUNICATION

STTA communicates for several purposes, to:

- Increase awareness of the Association, its goals and its activities
- Enhance community understanding of the sport of table tennis
- Share knowledge with its stakeholders
- Share knowledge internally for effective organizational management
- Increase the profile of Singapore table tennis.

Communications are undertaken not for the sole purpose of information distribution and receipt, but to be used to assist and support the achievement of STTA strategic objectives.

3. TYPES OF COMMUNICATIONS

a) Outgoing Communication

Outgoing communication is information and knowledge that is initiated, developed and distributed by the Association for an external audience. STTA provides outgoing communications to the following audience:

- Members and potential members
- Sponsors and potential sponsors
- Funding bodies
- Partner Organizations/ Associations
- Peak bodies – National and International
- Media
- STTA athletes and their parents
- Members of the Public

b) Developing outgoing communications

STTA conceptualizes and develops effective communications structured around the following:

Component	For example
What: identify broadly what it that to be communicated	Table tennis is a good form of sport for children. Children between 5 to 11 years old are welcomed to join the STTA Zone Training Centre.
Message: use a message(s) to communicate	Information highlighting the benefits of table tennis for children and the benefits of the STTA Zone Training Centre Programme.
Audience: identify who the audience is, adapt the message accordingly	Parents of young children ages 5-11 years of age.
Messenger: identify who will do the communicating and why	Staff member – has content knowledge and writing skills.
Mechanism: how will the message be communicated	<ul style="list-style-type: none">- Website- Brochures- Social Media- Banners
Review: was the message received, easily understood, did it create interest, was there any feedback?	Follow-up surveys to several recipients to seek feedback.

c) Mechanisms and Tools used for Outgoing Communication

A range of mechanisms and tools are used to distribute outgoing communication.

STTA's Website

The website is a primary tool for disseminating outgoing information to a broad audience. Information about the Association's goal, governance, membership, activities, current projects and news items is maintained by the Marcom & Events Department.

STTA's Social Media Platforms

Latest information on the Association, athletes, competitions, and table tennis news are shared daily on STTA Social Media Platforms. The communication is maintained by the Marcom & Events Department.

Events photo/ videos are shared regularly on Flickr and YouTube respectively and is maintained by the Marcom & Events Department.

STTA's Communication App

Latest announcements on the Association, athletes, competitions and table tennis news are shared with the athletes and their parents on the STTA's Communication App. The communication is maintained by the Marcom & Events Department.

STTA Publicity Materials

All publicity materials on STTA programmes, activities and initiatives shall be approved by the STTA Marcom & Events Manager and/ or STTA CEO.

STTA Press Releases

All press releases of the STTA shall be made by the President. In the event that the President is absent, the Deputy President shall have the right to make press releases. The Honorary Secretary may also make press releases if he is so authorised by the President. Chairmen of the various Working Sub-Committees may, with the consent of the President or the Management Committee, make press releases on matters within the scope of their respective functions. All members of the Management Committee shall not make any press release without the approval of the President or the Management Committee. Anyone found in breach of this restriction shall be subjected to disciplinary action as the Management Committee shall deem fit.

Appointed personnel/staff such as the STTA Chief Executive Officer (CEO), Technical Director, Senior High Performance Manager, appointed Team Manager(s) shall have the right to make press statements to the media.

All press releases are publicized and recorded on the STTA website.

Associational Documents

STTA produces a number of Association and project specific documents that provide information about its plans, achievements, and activities. Documents such as annual reports, strategic plans, programme brochures, and project background and implementation plans may be provided to members and stakeholders with current information about STTA's activities, performance and plans. Associational documents for outgoing communication are also to be distributed internally, to all staff and Board members.

The Association documents are to be approved by the STTA President/ STTA Management Committee and/or the STTA CEO.

4. IMPLEMENTATION AND APPROVAL OF MEDIA COMMUNICATION

- a) **STTA Website:** Information posted on the website shall be via the Marcom & Events Department
- b) **E-mail:** Information sent out via e-mail shall be sent out via the STTA secretariat staff. For this and other purposes, the STTA shall keep a database of athletes, parents, officials, members and volunteers. This database will be updated on a timely basis. All staff has been briefed on the obligations under the Personal Data Protection Act (PDPA) and its amendments from time to time. All staff are to exercise caution and appropriate due diligence when dealing with personal data.
- c) **Social Media:** General Updates to Social Media to be made by Marcom & Events Department.
- d) **Press Release:** To be drafted by the Marcom & Events Department and shall be sent out with approval from the STTA President and/or STTA CEO.

5. WORKING WITH MEDIA

STTA will act as an intermediary between an external media party. As such all media requests (including but not limited to interviews, photographs, filming, performance or consultancy work) should be made to the STTA prior to being conducted.

The STTA Marcom Manager will brief the interviewees in advance to prepare for the media interview.

6. MARKETING INCOME

- a) STTA will, where possible, request for a marketing fee to be paid by an external media party if they request (as determined solely and absolutely by STTA) to engage our athlete(s) for their marketing activity(ies).
- b) The marketing fee (subject to GST) will be based on negotiations between STTA & the external media party; subject to the STTA President's and/or Management Committee's approval.
- c) All marketing net income will be shared by STTA & the athlete(s). The ratio of allocation as follows:
 - 50% to STTA
 - 50% to athlete's account

The athlete(s) are liable for the employer's and employee's CPF contribution.

If there is more than 1 athlete, the 50% income will be split equally amongst the athletes. STTA will, on a best effort basis, negotiate for higher fees if there are more athletes.

- d) The marketing fee is to be paid to STTA. Thereafter, STTA will reimburse the athlete(s) accordingly.

7. MEDIA COMMUNICATIONS GUIDELINES

This policy identifies protocols for the use of key communication assets including but not limited to STTA social media, STTA App and the STTA website, the expectations of content and indicates inappropriate usage. This policy aims to ensure STTA speaks with a single voice on all matters pertaining to its operations, brand and values.

Individuals and Associations engaging with STTA social media services through the viewing of content and/or the posting or uploading of any video, photo or personal information, in whatever format, must ensure that the data (using the widest context of its meaning) is not in breach of the laws that govern social media use within their own country.

a) What is Social Media?

Social media provides an enormous number of opportunities for STTA to connect with the community and generate broader public awareness of Table tennis.

This policy covers all forms of social media, including but not limited to:

- Social networking sites: Facebook, Twitter, Google+, Pinterest, LinkedIn, MySpace, Tik Tok.
- Social media sites: YouTube, Instagram, Flickr.
- Social news: Blogger, Digg, Propeller, Reddit, Slideshare.
- Other: Wikis, Forums and discussion boards.

b) Principle and Context

These guidelines are intended to provide clarity on how to appropriately use social media forms of communication as well as other STTA communications channels.

STTA embraces and encourages the use of social media as a corporate and community awareness building tool provided that the comments are not for individual commercial and/or advertising purposes. It is not to be used to create or imply any unauthorized release of information that may be associated to any official announcement or incident.

c) General Guidelines for Using Social Media

For Employees/ Officials/ Volunteers/ Athletes

STTA encourages the use of social media for private use, however users are reminded by STTA that all participation must be indicative of individual opinion and may not engage STTA into matters of disrepute. In addition, any personal use of social media must not interfere with STTA work commitments. As a representative of STTA (employees/officials/volunteers/athletes) you are obligated to keep information confidential regarding any announcements from STTA.

For STTA

It is important to avoid posting any statement on social media if it is not intended for wide public distribution.

All content posted on STTA's social media sites is to be reviewed by STTA Marcom and Events Department and approved by the Marcom & Events Manager whenever possible, prior to posting.

d) Authorized Representatives

Social Media/ Websites

Authorized representatives are:

- STTA President
- STTA CEO
- STTA Marcom and Events Department

Press Release Statements

Authorized representatives are:

- STTA President
- STTA Deputy President (In the event that the President is absent)
- Appointed personnel/staff such as the STTA CEO, Technical Director, Senior High Performance Manager and/or appointed Team Manager(s)
- Authorized Person, approved by the STTA President and/ or STTA Management Committee

STTA Spokesperson

Authorized representatives are:

- STTA President
- STTA CEO
- Authorized Person, approved by the STTA President and/ or STTA Management Committee

e) Targeted Response Times

Enquiries received via social media and the STTA website must be responded to within 3 working days by either the Marcom and Events Department or an authorized representative of STTA.

f) Use Of Social Media And The STTA Website At Events

STTA encourages the use of social media at events in order to increase awareness of, and engagement with, the event.

At all events hosted by STTA, the STTA Marcom and Events Department may appoint an authorized representative for generating and publishing social media content. The authorized representative must be formally appointed and social media passwords must not be provided to volunteers. Guest commentators may be used at events however they are to be supervised by an authorized STTA representative at all times.

Prior to each event, a posting scheduled is to be created by the STTA Marcom and Events Department, and where possible, all content on the posting schedule should be pre-written.

Throughout events hosted by STTA, social media should be utilized to provide quick hits commentary and score updates as well as to share multimedia content.

The Marcom and Events Department may create pre-agreed hashtags for events and participants are encouraged to use them whenever they are talking about the event.

The STTA website is to be used to promote news items and highlight what will be occurring at the event. In addition, an image gallery is to be created for each event by the Marcom and Events Department.

Athletes are also to be featured on the STTA website throughout events and result highlights are to be promoted, particularly paying attention to updating the results in their profile.

g) Inappropriate Use of Media Communications

STTA does not condone the inappropriate use of media communications includes but is not limited to:

- Using discriminatory, defamatory, abusive or otherwise objectionable language;
- Accessing, downloading or transmitting any kind of sexually explicit material, violent images including graphic images of blood or gore (without medical purpose);
- Accessing, downloading or transmitting hate speeches and overt racism; material extolling the inherent or moral superiority or inferiority of a particular race, ethnic group, or sexual orientation; racial epithets; or religious bigotry;
- Compromising the privacy of any person;

- Bullying, harassment and unwanted and improper comments and statements in all forms;
- Using services for personal political purposes;
- Disruption of the integrity of official procedures in relation to Games/Competition selection, national team selection or major incidents which require confidentiality; and
- Posting any unauthorized material.

h) Media Communications Content Guidelines and Recommendations

STTA must maintain a professional tone of voice at all times and be respectful of all community members.

When commenting or posting on behalf of STTA in media communications, to abide by the following content guidelines:

- Always be open and transparent;
- All information must be accurate, and any errors must be corrected as soon as possible;
- All information must be professional and respectful;
- Credit copyright items and must not breach intellectual property laws;
- Only reference information that is publicly available;
- Never comment on rumors, do not deny or affirm them or speculate about rumors;
- Always use media communications to add value and promote the sport in a positive way;
- Ensure that you utilize the correct terminology for all events; and
- Engage the community wherever possible.