

09 September 2015

Dear BWF Technical Officials,

RE: BWF Technical Officials and Social Media

With the growth and popularity of social media in our day-to-day lives (i.e. Facebook, Instagram, Twitter, etc.), the opportunity to share timely information with our families, friends and organisations around the world has grown exponentially.

BWF is trying to keep pace with this growth, not just as part of its own communications and marketing strategy, but also to ensure that the integrity of the organisation is not put at risk, and we protect each of our technical officials.

It has come to our attention that over the past several months, including just recently during the TOTAL World Championships 2015, that some BWF Technical Officials have made posts about their respective participation in their assigned events, engaged in discussion with others online regarding specific incidents taking place during a particular tournament in which they are/were involved, and/or posted on-court assignment lists for matches.

Each BWF Technical Official is an official representative of BWF, however, there are only a few official spokespersons for this organisation (i.e. President, Secretary-General, etc.).

As such, it is inappropriate for a BWF Technical Official to comment publicly on any decisions made during a match, nor make public any information considered to be internal and operational in nature, whether online or directly to media.

BWF respects your personal freedom of speech, however, in your role as a BWF Technical Official you have accepted to abide with the BWF statutes and regulations; careless comments to badminton related matters are not compatible with being a BWF Technical Official.

BWF has two Codes of Conduct governing the actions of Technical Officials:

1. General Competition Regulations – Appendix 9 - Code of Conduct for Coaches, Team and Technical Officials
2. General Competition Regulations – Appendix 5 - Code of Conduct of Participants in Relation to Betting, Wagering, and Irregular Match Results

Appendix 9, regulation 2.9 reads,

“[Technical Officials] must not bring the sport into disrepute through media comments, either pre, during, or post tournament that relate to tournament officials, technical officials,..., that are personal in nature, imply bias, or question their integrity.”

Appendix 5, regulation 1.22 reads,

“Inside information: Any information relating to any international competition or event that a participant possesses by virtue of his/her position within the sport. Such information includes, but is not limited to, factual information regarding the competitors, the conditions, tactical considerations or any other aspect of the international competition or event but does not include such information that is already published or a matter of public record, readily acquired by an interested member of the public, or disclosed according to the rules and regulations governing the relevant international competition or event.”

For example, posting an umpire assignment list on Facebook puts both BWF and the respective technical official at risk of illegal betting practices. If an illegal better has access to who will be assigned to a particular match, he/she could directly contact the umpire or service judge to encourage them to engage in illegal activity. Therefore, these assignments are not made public and should not be made public by anyone else.

The following is a list of Do’s and Don’ts for BWF Technical Officials with social media in regards to any BWF-sanctioned event:

DO	DON’T
Post status updates that you are in XX city/country and enjoying visiting (i.e. including tourist type photos, etc.).	Post assignment lists, whether that be for umpires, service judge, or line judges, for any particular day or set of days.
If in doubt – DON’T	Post photos of internal operational areas (i.e. back of house operations).
	Post photos of any specific incident, or situation at the tournament related to your participation (i.e. photos of injuries experienced while participating at the tournament).
	Post comments about the officiating.
	Engage in any online discussions about officiating, decisions made by officials, or anything else about your own match(es) or someone else’s matches; this includes, but is not limited to, message boards, blogs, and other social media.

We understand that you are volunteering your time and expertise to support BWF events around the world (and we are immensely grateful for your support), so we encourage you to enjoy your experience when you are doing so.

We also understand that you may wish to share these experiences within your social media network; we support that, however, at the same time, we wish to ensure that the integrity of the event, member association, continental confederation, BWF, and yourself as an individual BWF Technical Official, is not put at risk.

Thanks for your prompt attention and compliance to these directions.

Yours sincerely,



Chris Trenholme
Technical Events Manager