



Social Media and Communications Policy

Policy Owner: Director of Public Affairs
Date Approved: 1st April 2026
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Introduction

This policy describes the standards and behaviours that the United Kingdom Practical Shooting Association (“UKPSA” or “the Association”) sets for itself and expects of any member or organisation⁷ which joins or affiliates to the Association with regard to the use of social media and other forms of digital, print and electronic communications.

As a registered charity, UKPSA must ensure that all communications are consistent with its charitable purposes and with applicable law and regulatory guidance, including that issued by the Charity Commission for England and Wales.

The UKPSA Charity Board is responsible for the governance and oversight of the Association’s digital and print media in all its forms. Day-to-day management of the Public facing communications and Social Media is delegated to the Director of Public Affairs and their team, who act under the authority of the Board. Other Association documentation has specific owners detailed in the appropriate policies.

Overarching Principles

All communications issued or hosted by UKPSA shall:

- Support and further the charitable purposes of the Association.
- Protect and enhance the reputation of the Association and the sport.
- Be accurate, lawful and respectful.
- Comply with Charity Commission guidance on political activity and campaigning.

Political Neutrality

No UKPSA-managed platform shall endorse or oppose any political party, candidate or legislative campaign except where directly related to the charitable purposes of the Association and compliant with Charity Commission guidance.



Where the Association engages in campaigning or advocacy activity that relates to its charitable purposes, such activity must be lawful, evidence-based, time-limited where appropriate, and must not amount to party-political support.

Affiliated Organisations

Affiliated organisations should:

- a. Maintain a written policy governing their website, social media presence, group or other online profile (“organisation’s media output”), aligned with this policy. If such a policy is not in place this policy is expected to apply.
 - b. Carefully consider what they display and share to ensure that content portrays participation in IPSC shooting and Dynamic Marksmanship in an unambiguous, positive and appropriate manner.
 - c. Ensure that any digital or print media content depicting Dynamic Marksmanship advertised or labelled as IPSC shooting is consistent with the rules of the sport as published by the IPSC or UKPSA. Where such media content is not consistent with those rules, it must not be described, advertised or inferred to be IPSC shooting.
 - d. Actively moderate inappropriate comments posted on their organisation’s media output by removal or other appropriate content management measures within a reasonable timeframe.
 - e. Ensure that anyone involved in managing the organisation’s media output is aware of:
 - Their organisation’s own Social Media and Communications policy;
 - This UKPSA policy; and
 - The UKPSA Code of Conduct and Good Standing Policy.
 - f. Ensure that communications relating to UKPSA-affiliated matches and events are accurate, not misleading, and include sufficient information (including date, location and registration details where applicable).
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Expectations and Standards

The Association, individual members and affiliated organisations shall promote IPSC shooting and Dynamic Marksmanship in an unambiguous, positive and appropriate manner.

Anyone producing digital or print media – particularly content posted online – must remain alert to the potential reputational, legal and regulatory impact of inappropriate images, video or commentary. As a charity operating in a sensitive regulatory environment, UKPSA is held to a high standard of public accountability.

The Association, individual members and affiliated organisations shall not support or promote any media content that could reasonably be perceived as:

- Unsportsmanlike;
- Unsafe (as defined in the IPSC rules or UKPSA Policy/Guidance);
- Contrary to the lawful and responsible use of firearms; or
- Likely to bring the sport or the Association into disrepute.

They shall not publish or condone digital or print media content which:

- a. Uses offensive, insulting or abusive language.
- b. Depicts behaviour that may reasonably be viewed as bullying, intimidating or harassing. Debate and discussion are encouraged; personal attacks, harassment or discrimination are not permitted.
- c. Depicts behaviour that may reasonably be viewed as discriminatory on the grounds of gender, race, religion, sexual orientation, national origin, ethnic background or disability.
- d. Engages in public criticism in a manner that may be defamatory, threatening, abusive, indecent, insulting or damaging to the reputation of the sport or the Association.



- e. Depicts behaviour that may reasonably be viewed as inciting violence.
 - f. Is unrelated to IPSC shooting sports, UKPSA events, equipment or training when posted within official UKPSA-managed platforms. Off-topic, profane or offensive content will be removed.
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Commercial Activity and Promotion

Posts within UKPSA-managed digital platforms are for discussion and information sharing. They are not sales platforms.

Items for sale, wanted advertisements, auctions or commercial listings shall not be posted and will be removed.

To protect members from unsolicited marketing and spam:

- No person or organisation shall promote non-UKPSA or non-practical shooting events, services or products on UKPSA-managed platforms without prior written approval from an authorised UKPSA administrator.
 - Only official sponsors may post promotional content, and only in accordance with the terms of a current sponsorship agreement.
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Confidentiality and Internal Communications

The Association, individual members and affiliated organisations shall not publish by any means any internal (membership only) communication created by the Association or its governing Board unless its public release has been authorised in writing by the Board, General Secretary or the Director of Public Affairs.

Content created by the Association and posted on official UKPSA social media platforms may be freely reposted or linked to, provided it is not altered in a misleading way.

Moderation and Enforcement

UKPSA administrators/moderators are responsible for maintaining UKPSA-managed digital platforms as constructive and focused environments.

Administrators may:

- Remove content that breaches this policy;
- Issue warnings;
- Restrict posting privileges; or
- Suspend or remove access, where proportionate and appropriate.

Serious or repeated breaches may be referred to the UKPSA Charity Board or Conducts and Standards Committee and may result in action under the UKPSA Code of Conduct and Good Standing Policy or disciplinary procedures.

Members who identify content which breaches this policy should report it through official channels rather than engaging in public dispute.

Guidance for Individuals

The Association does not seek to regulate personal online activity unless such activity:



- Breaches this policy;
- Breaches the UKPSA Code of Conduct and Good Standing Policy; or
- Creates a material risk to the reputation, regulatory standing or charitable compliance of the Association.

Members should recognise that public association with the sport may give rise to reputational consequences for the Association.

Individual members are expected to:

- Exercise restraint and courtesy in debate;
- Avoid public disputes conducted in anger or frustration;
- Raise concerns through appropriate Association channels;
- Consider whether unrelated content may reasonably damage public confidence in the sport or the Association as a charity.

