SOCIAL MEDIA ABUSE SERVICE

PLAYER COMMUNICATION – JUNE 2024

The social media abuse service operated by ITF, WTA, AELTC (Wimbledon) and USTA, which aims to minimise and, ideally, eliminate online abuse sent to tennis players, has been in operation since 1 January 2024 and so now is a good time to provide an update on the status of the service, including actions taken to address the risk of online abuse, and to suggest ways in which you can help to make the service even more effective.

Status report

Over the first quarter, over half a million posts on X and Instagram that mention players covered by the service have been analysed. Of these, over 1,500 posts have been verified as abusive, with that abuse being sent from nearly 1,000 separate accounts and all regions of the world.

Whilst we anticipate these numbers will increase as the year progresses, and as more social media platforms are added to the monitoring, the data are being used to understand the extent of the abuse received by players, so that we can assess the effectiveness of the approach that we're taking to address it.

While the monitoring is being extended across more social media platforms, we encourage players to report any abuse received on platforms other than X and Instagram, and via Direct Messages (DMs) if you have not signed up for the automated DMs monitoring service (see below for reporting options and DMs sign-up instructions).

Action taken

All abuse that breaches the relevant platform's community guidelines is sent to the platform concerned, with a request to remove it. This is a challenging process, but abuse and accounts have been removed as a result of being reported. Efforts will continue to remove as much abuse as possible that targets players.

In addition to removal of abuse from platforms, investigations are undertaken that aim to establish the identity of abusers, so that action can be taken by law enforcement (where appropriate) or by the ITF, WTA, AELTC and USTA to address any risk to players. We have already worked with several players to address risks where it relates to them.

Where abusers are identified, the ITF, WTA, AELTC and USTA will take steps to prevent those individuals from obtaining credentials and accessing the grounds of covered events.

Upcoming coverage – Wimbledon & US Open

The service will cover all players who participate in The Championships (Wimbledon) in June and July (and, later in the year, the US Open). Players competing in The Championships and the US Open need take no action, as coverage of public-facing X and Instagram accounts will continue to be automatic. However, we would encourage players to sign-up for automated DM monitoring for the duration of The Championships, so that we can further improve the effectiveness of the service (see the instructions below). The reporting option described below will also be available.

Coverage of the accounts of players who participate in WTA Tour and ITF World Tennis Tour events will continue throughout the year.

Education

An education programme for players, which aims to complement the monitoring service, will be implemented in the coming weeks. The sessions, which will be provided both in person and online so that all players have the opportunity to access them, will provide information on:

- Understanding communicated threats
- Reporting online abuse
- Staying safe online

These sessions will be advertised at tournaments and by other means and will run throughout the year.

What can you do?

Ultimately, this service aims to minimise and, ideally, eliminate online abuse sent to tennis players. We will do our best to achieve this, but player support and involvement will help. There are things that you can do to help. These include:

- If you are playing only on the World Tennis Tour and you entered your first event in 2024 after 29 April, you will need to provide your name (as it is written in IPIN) and social media handle(s) (X, Instagram, Tik Tok, Facebook) to tennis@signify.ai before you will be covered by the service. You do not need to provide any other information.
- Sign up for the Instagram DMs monitoring service. A significant volume of abuse is sent via DM. Monitoring of DMs requires the account holder to give permission for this to take place. A simplified process for granting permission has been developed (and is described at the end of this message) and all players who haven't already done so are encouraged to sign up. Only DMs from new contacts are monitored (these are kept in a separate folder from other DMs); existing DM messages will not be accessible by the service.
- Report abuse that isn't being automatically monitored. If you receive abuse via any platform other than X or Instagram, or via DM (and you have not signed up to the DM monitoring service), the email address report@tennisonlineabuse.com has been set up, to which you can submit screenshots of the abuse. Receipt of reports will be acknowledged, and the abuse will be subject to the same procedures as described above.
- Attend the education sessions!
- Ask questions, or provide feedback on any topic, including any improvements you'd like to see to the service, to admin@tennisonlineabuse.com. We will acknowledge all contact and take action as necessary. Otherwise, your designated player relations staff will be able to advise you on any questions you may have.

Further updates on the project will be provided in the future. In the meantime, please look out for the announcements for education sessions.

REQUESTING INSTAGRAM DIRECT MESSAGE SUPPORT

Signify have developed an ethical, data sensitive methodology for Threat Matrix that provides proactive monitoring of Direct Message requests for threat and abuse.

Threat Matrix is designed to preserve player privacy and will only process message requests where there is no conversation history. Pilot studies have shown this is where players receive 99% of abusive or threatening messages.

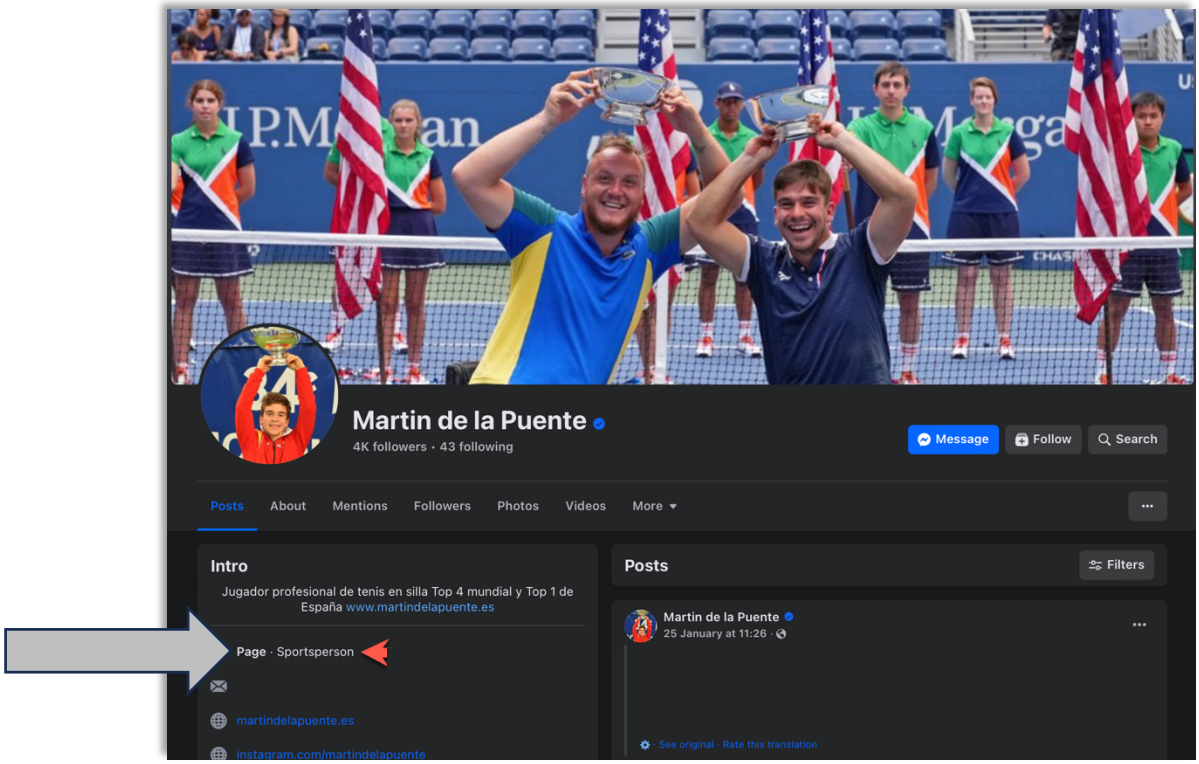
Threat Matrix currently allows players to authorize coverage for Meta channels (player Facebook Pages and Instagram accounts).

X, TikTok and additional coverage will be added soon.

Facebook Pages:

To authorize Threat Matrix players can sign in to Meta Accounts Centre with Facebook.
Players can then select Facebook Pages and Professional Instagram Accounts to be monitored.

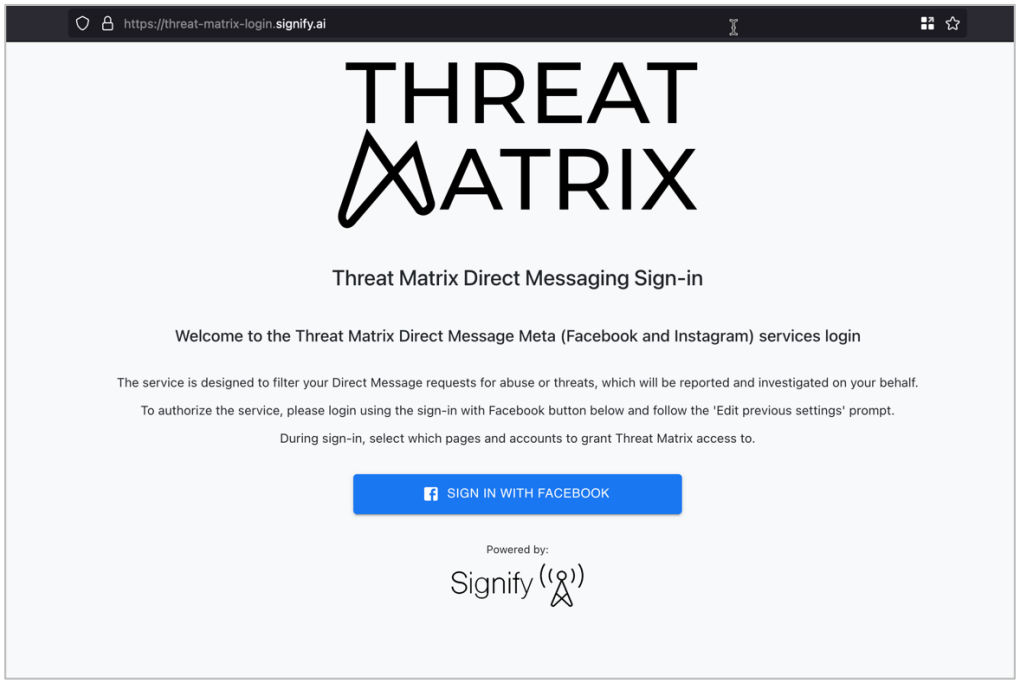
If a player does not have a Facebook Page you can set one up by following these simple instructions:
https://www.facebook.com/business/help/1199464373557428



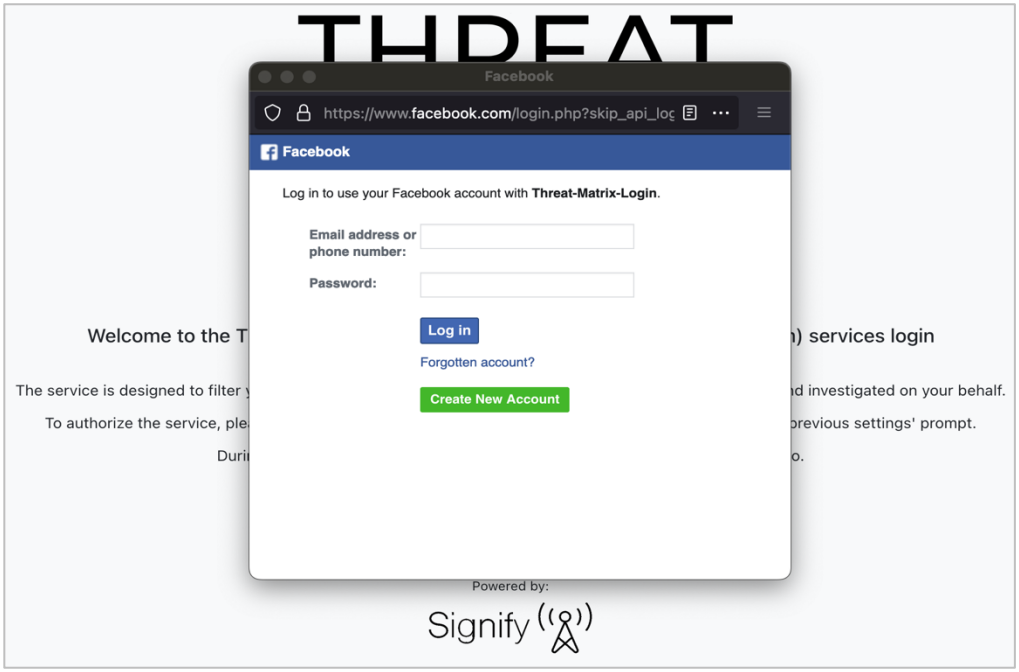
NO OTHER DATA WILL BE RETAINED.

On the following pages we have outlined the simple process to follow to authorise Threat Matrix:

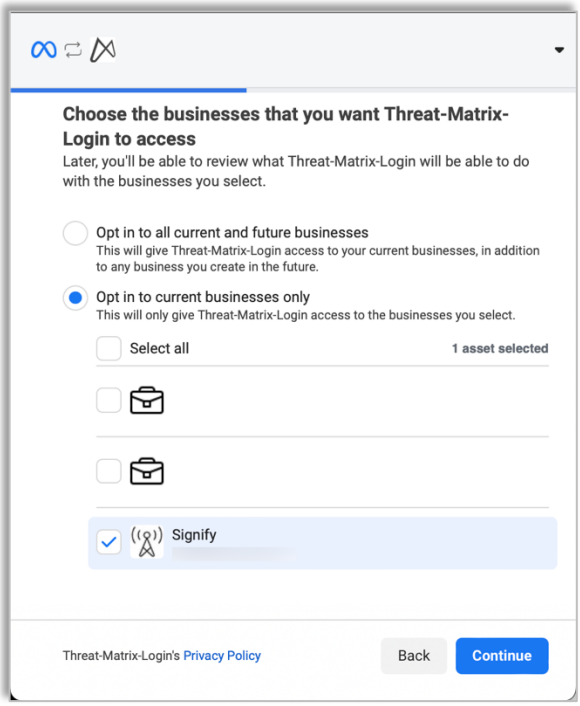
1. Open the page at https://threat-matrix-login.signify.ai/

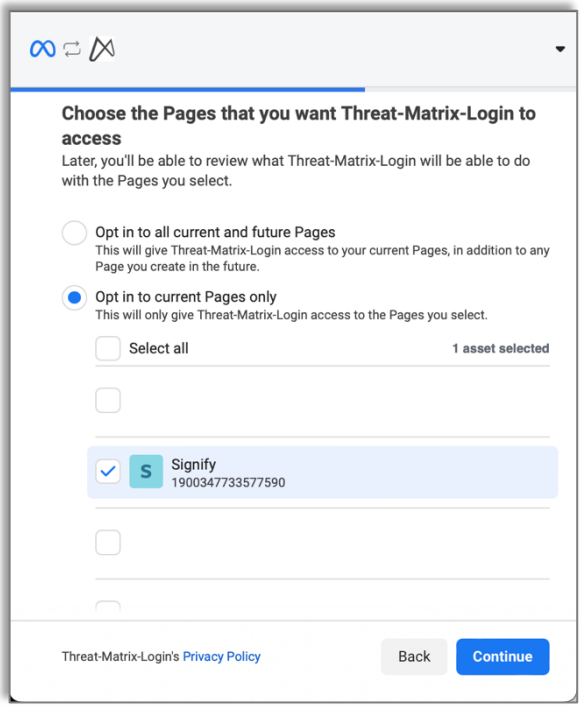


2. Login to the Meta Account Centre via Facebook

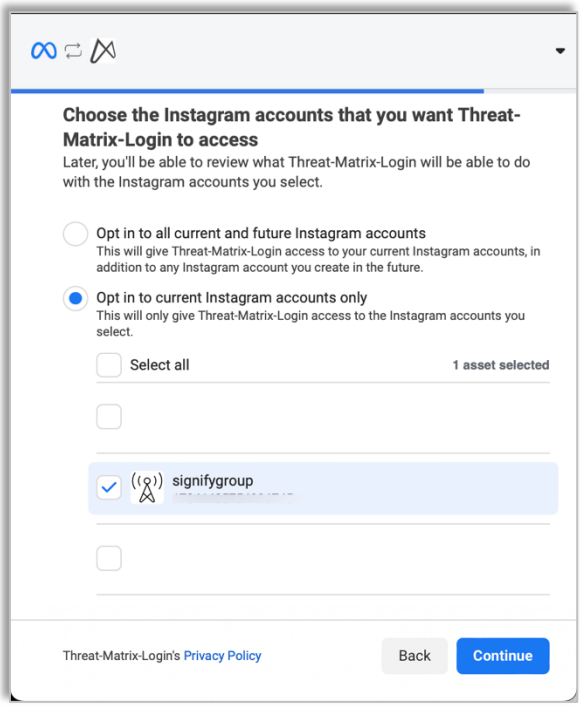


3. Select Facebook accounts to be covered and press continue

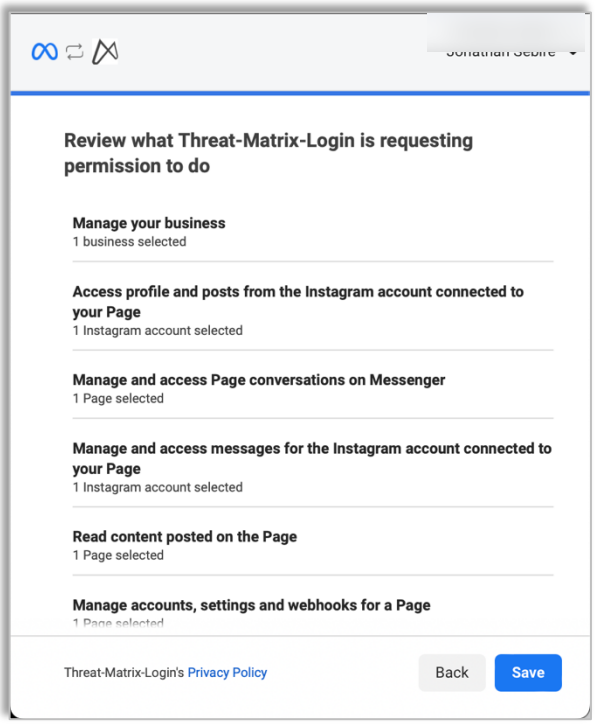


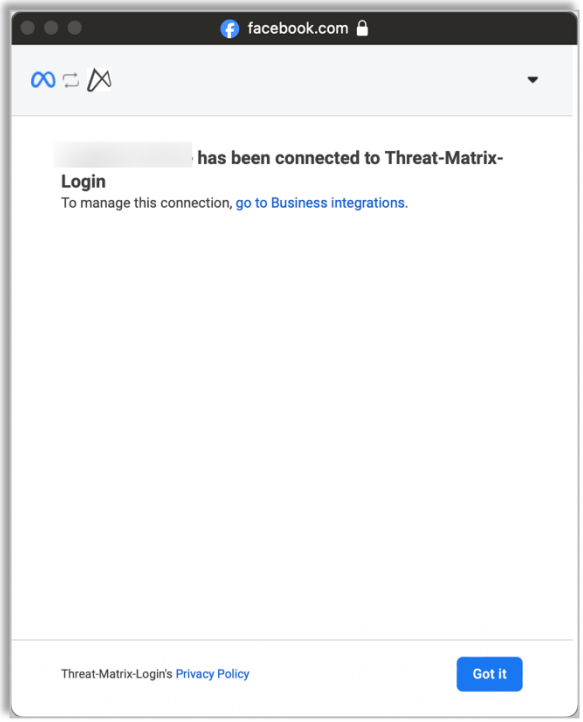


4. Select Instagram accounts to be covered and press continue.



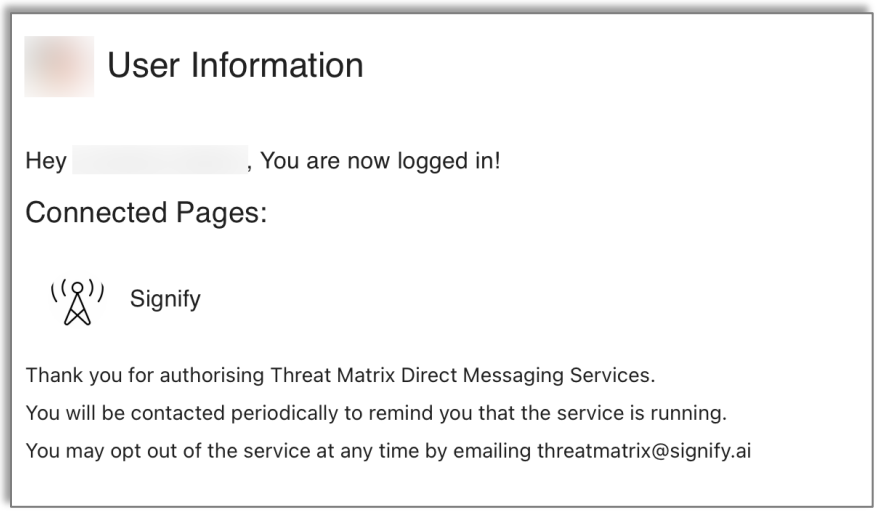
5. A summary will appear detailing that you have authorised permissions.





6. Select “Save” and when instructed you are connected.

7. A thank you message will appear confirming you have authorised Threat Matrix DM service



8. Threat Matrix will periodically remind you that you have authorised the service.

   You may opt-out again at any time by emailing: ThreatMatrix@signify.ai.