

## SOCIAL MEDIA POLICY

This policy provides guidance for members of Dunedin Ice Skating Club (DISC) use of social media, which should be broadly understood for purposes of this policy to include all social media platforms including but not limited to; all social networking sites, online forums, blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, and other sites and services that permit users to share information with others in a similar manner. DISC aims to take a very encouraging but formal approach when it comes to our social media policy going forward.

The DISC Committee wants to give individuals the freedom and confidence to experiment (or continue to experiment) with online media in their own way, to try out new things, to make the occasional mistake, and to discover new opportunities. Rather than telling users what you should do, where possible this policy has been reduced to make the list of “shouldn’t do’s” as short as possible.

The purpose of this policy is to protect DISC members online and protect DISC as an organization and brand.

\*DISC members – refers to all members of the Dunedin ice skating club, including coaches.

### 1. GUIDING PRINCIPLES

1. The internet is not a private space; it must be assumed that everything written can be traced back to the club, if not the individual personally. The internet stores all information and nothing is ever fully deleted.
2. There is no longer a clear boundary between your personal life and your work/school life.

### 2. PROCEDURES

The following principles apply to all use of social media on behalf of DISC as well as personal use of social media, including when referencing DISC.

- Members need to know and adhere to this policy when using social media. DISC members can associate themselves with the club when posting online content but they must clearly brand their online posts as *personal and purely their own* opinion. DISC should not be held liable for any repercussions the members’ content may generate.
- DISC members should be aware of the effect their actions may have on their image, as well as the club image. The information that members post or publish may be public information permanently.

Update due: 1 August 2019

- DISC Members should be aware that the DISC committee may observe content and information made available by all members through social media. Members should use their best judgment in posting material that is neither inappropriate nor harmful to DISC, other members or anyone else in the community. *As a guide, be careful discussing things where emotions run high (e.g. politics and religion) and always show respect for others' opinions.*
- **Although not an exclusive list, some specific examples of prohibited social media conduct include:**
  - Posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, slanderous, or that can create a hostile environment.
  - Dishonorable content such as: racial, ethnic, sexual, religious, and physical disability slurs will not be tolerated.
  - Any behavior deemed as bullying/harassment will not be tolerated
- DISC members are **not** to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, members should consult with a *DISC committee member* and await clarification before posting.
- Social media platforms, blogs and other types of online content can generate press and media attention or legal questions. Members should refer these inquiries to a *DISC committee member*. If appropriate, the president of DISC will make a statement and it will be broadcast through the relevant channel/s.
- If members find / encounter a situation while using social media that threatens to become antagonistic, members should disengage from the dialogue in a polite manner and seek the advice of a *DISC committee member*.
- Members should get appropriate permission before referring to, or posting images of current or former DISC club members, sponsors or any other body associated with DISC. Additionally, members should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

### 3. FRIENDS AND CONNECTIONS

Use best judgment in deciding whether and how greatly to connect to people (including peers) in the community on social media.

### 4. ANONYMOUS OR PSEUDONYMS

For various reasons, some individuals may choose to use nicknames or pseudonyms (fake names), referring to the Section 1, Guiding Principles; write as though everyone knows who you are and avoid highly emotive or prohibited topics.

## 5. DISCIPLINARY ACTION

*Disciplinary action will be taken should there be a breach of this Social Media Policy. The DISC committee will discuss the matter with the involved individual(s) and appropriate measures will be taken. This may include exclusion from competing for DISC.*

## 6. GUIDELINE UPDATES

These guidelines are subject to change, and thus it is the individual's responsibility to stay updated with the guidelines always. These will be made available on the DISC website as well as a physical copy on the DISC notice board.

### References and support

Leanne Ross

Social Media Policies attributed from: Adidas SM Policy, GAP SM Policy, Hootsuite Guidelines

[www.Acfc.com](http://www.Acfc.com)

[www.Otago.ac.nz](http://www.Otago.ac.nz)

[www.Socialmedia.biz](http://www.Socialmedia.biz)

[www.Hirerabbit.com](http://www.Hirerabbit.com)

### With support and endorsement from:

*International Skating Union - ISU*

*New Zealand Ice Figure Skating Association - NZIFSA*

*NZ Sport*

*Dunedin Ice Skating Club - DISC*

