



SOCIAL MEDIA POLICY

POLICY BRIEF & PURPOSE

WSRC's **social media club policy** provides a framework for using social media. Social media is a place where people exchange information, opinions and experiences to learn, develop and have fun. Whether handling a club account or using a personal one, club members and staff should remain productive and avoid damaging our organization in any way. This policy provides practical advice to avoid issues that might arise by careless use of social media.

SCOPE

WSRC expects all our employees and members to follow this policy. Remember, your responsibility to WSRC doesn't end outside of program hours. For that reason, this policy applies to both club-sponsored social media and personal use as it relates to WSRC.

"social media" media refers to a variety of online communities like blogs, social networks, chat rooms and forums – not just platforms like Facebook, Instagram or Twitter.

POLICY SUMMARY

1. Protect Information
2. Be Transparent and Disclose
3. Follow the Law, Follow the Code of Conduct
4. Be Responsible
5. Be Nice, Have Fun and Connect
6. Social Media Account Ownership

1. Protect Information

We ask you to be careful when posting on social media, too. We can't restrict what you post there, but we expect you to adhere to our confidentiality and privacy policies at all times.

2. Be Transparent and Disclose

Ensure others know that your personal account or statements don't represent WSRC. You shouldn't state or imply that your personal opinions and content are authorized or endorsed by WSRC. We advise using a disclaimer such as "opinions are my own" to avoid misunderstandings.



WENTWORTH SKI RACING CLUB

3 - Follow the Law, Follow the Code of Conduct

The requirements of the WSRC Code of Conduct for members and for coaches applies to the use of social media.

Avoid any defamatory, offensive or derogatory content. It may be considered as a violation of our club's code of conduct, if directed towards the club, its members or staff, Ski Wentworth, other race clubs, the PSO or NSO.

4 – Be Responsible

Some employees and members represent our club by handling club social media accounts or speak on our club's behalf. When you're sitting behind a club social media account, we expect you to act carefully and responsibly to protect our club's image and reputation. You should:

- **Be respectful, polite and patient**, when engaging in conversations on our club's behalf. You should be extra careful when making declarations or promises towards our members and stakeholders.
- **Avoid speaking on matters outside your field of expertise** when possible. Everyone should be careful not to answer questions or make statements that fall under somebody else's responsibility.
- **Avoid deleting or ignoring comments** for no reason. Listen and reply to criticism.
- **Never post discriminatory, offensive or libelous** content and commentary.
- **Correct or remove** any misleading or false content as quickly as possible.

For your personal social media account, be conscious when mixing WSRC and your personal life. In particular, never disparage our host hill organization, Ski Wentworth, other ski race clubs or sport organizations. When in doubt, do not post.

SOCIAL MEDIA ACCOUNT OWNERSHIP

WSRC maintains ownership of its social media sites, including facebook, twitter and Instagram.

DISCIPLINARY CONSEQUENCES

WSRC will monitor all social media postings on our club account.

We may have to take disciplinary action leading up to and including termination if employees or members do not follow this policy's guidelines. Examples of non-conformity with the employee social media policy include but are not limited to:

- Disclosing confidential information through personal or club accounts.
- Directing offensive comments towards other members of the online or ski community.