

# **Athletics Nova Scotia Social Media Guidelines for Athletes, Coaches, Officials, Volunteers, Employees and Parents**

## **1. Preamble**

Athletics Nova Scotia (ANS) recognizes the importance of online conversation and respects the rights of Athletes, Coaches, Officials, Volunteers, Employees and Parents (herein referred to as Members) to freedom of speech. However, there are some basic principles of behavior that we ask all our Members to respect when conducting online activities.

## **2. Aim**

These guidelines are designed to document those principles and guide your participation in both personal and professional usage and should be read in conjunction with the *Athletics Nova Scotia Social Media & Social Networking Policy* and the *Code of Conduct and Ethics Policy*.

## **3. Guidelines**

**Social media is no different than a live microphone.** Media outlets report on Members' posts regularly and some include a running stream of Member posts on their sites. Members should still be themselves and engage with people through their social channels, but they should do so in a way that is appropriate and safe for media consumption / distribution. Posts should not contain vulgar, threatening, hurtful or obscene words or images. Do not use profanity. Period.

**Use your best grammar, spelling and capitalization.** Expect that a potential sponsor will be reading your posts. If unsure, ask for help.

**'Inappropriate content' vs. 'inappropriate behaviour'.** Example: It would be acceptable for an athlete to have a shower but it would not be appropriate for an athlete to post nude pictures of themselves showering. The behaviour is appropriate, but the content is not appropriate for distribution.

**Be mindful of promotion of potentially controversial behaviour that may cause damage to the image of the ANS or the sport of Athletics.**

**Be aware of Athletics Nova Scotia's Code of Conduct and Ethics Policy and what behaviours and/or social media uses would constitute a breach of that agreement.** Be aware to the permanency and non-privacy of social media content. Members must be made aware that their postings on social media platforms are public and subject to the organization's *Code of Conduct and Ethics Policy* and *Social Media and Social Networking Policy*. Only post something that you would feel comfortable seeing as a headline the next day in the local paper. Please avoid any subjective comments and opinions in posts.