



## Social Media Policy

March 2018

Social media provides PSOs with a new way to speak to athletes, members and various other stakeholders. Although social media provides immediate two-way communication, it can also pose a problem with 'over sharing' or dissemination of confidential or inappropriate content.

The following is the official Water Ski Wakeboard Ontario (WSWO) policy for participating in social media. These guidelines apply to all WSWO Members, including Board of Directors, General Members, full-time staff, interns, part-time or volunteer staff (e.g. provincial coaches, officials or coach educators) and Ontario Team athletes.

Participation in social media on behalf of WSWO is not a right, but a privilege. Please treat this seriously and with respect.

### 1. Honesty and Transparency

Your authenticity will be quickly noticed online. Please represent WSWO ethically and with integrity.

- **Be transparent:** Use your real name, identify who you are and be clear about your role.
- **Be truthful:** If you have a vested interest in something you are discussing, be the first to point it out and be specific about what it is.
- **Be yourself:** Stick to your area of expertise; write what you know. Do not misrepresent your level of knowledge or certification.

### 2. Protect WSWO

Never post anything that puts WSWO or yourself at risk.

- **Maintain WSWO's Confidentiality Agreement:** Never reveal classified or confidential information.
- **Don't criticize WSWO, our athletes, coaches, officials, staff, volunteers and other WSWO representatives.** Complaining online does nothing but make you look like a complainer!
- **Don't overshare:** Be careful and think twice before sharing your post - you can't take back what you publish!



### **3. Use Common Sense**

Perception is reality and in online social networks, the lines between public and private, personal and professional are blurred. Do not use your personal accounts for WSWO postings.

### **4. Respect our Sponsors**

Effectively manage the posting of sponsors on social media by getting the necessary approval prior to publishing. We want to ensure our sponsors are promoted in only a positive manner.

### **5. Escalation Policy**

If a negative post is detected, WSWO will:

1. Provide proper clarification to factual comments to create a better understanding; and/or
2. Delete any offensive, insulting and distasteful posts immediately