



SFSC SOCIAL MEDIA POLICY

Approved October 10, 2022

SFSC recognize that many of our coaching staff and club members are actively using social media (Facebook, Twitter, Instagram, YouTube, TikToc, webpages, etc...) in their personal lives. Likewise, SFSC uses and maintains several club social media platform accounts for posting about club activities, news, and accolades. We encourage all SFSC club members (home club, family members, associate members, coaches, parents, guests, and alumni) to actively engage in social media and spread the word about SFSC, and have created the following guidelines for use and conduct on social media:

A. CONTENT:

SFSC Social Media platforms are intended as a venue to support fellow SFSC members and their accomplishments, as a tool for promote SFSC and its events, and as a communication platform to update SFSC members on club related announcements, schedules, deadline dates, events, and opportunities. Content posted on SFSC social media platforms, or elsewhere on behalf of SFSC, should support our organization's mission, goals, efforts, events, and policies. When posting on SFSC social media platforms, or when posting on social media on behalf of SFSC, coaching staff and club members should refrain from activities, speculation, or communication that could be considered sensitive, confidential, inflammatory, disparaging, illicit, or in any way contrary to USFSA Guidelines. Posted content should respect copyright and trademark laws. All electronic communication of any kind between adults and minors, including communication by social media, must be non-personal in nature, and must be for the purpose of communicating information about club/skating-related activities. Any private or direct communications over social media platforms from an adult to any minor participant should copy or include a parent. SFSC platforms will not post of photos, videos, images, etc. of a club member or minor skater if an adult, parent, or legal guardian has not consented via the SFSC likeness release agreement in our annual club membership forms. The last names and contact information of minor participants shall not be included on any "public" SFSC social media platforms. At the request of the SFSC Board, any material posted on SFSC social media platforms that does not follow SFSC Social Media Policy will be promptly removed, or the individual who posted on an affiliated account may be asked to promptly remove said post.

B. BE CONSIDERATE AND POSITIVE:

Your comments are a reflection on you, our skaters, and our Club. Be kind, considerate, and encouraging on social media. The use of social media platforms for abusive behavior, bullying, doxing, intimidation,

inflammatory language, or sexual misconduct will not be tolerated. Skaters, coaches, alumni, and parents are NOT to use the internet, texting, blogging, emails, social media platforms, videos, photos, social networking, etc. as a means to disrespect, harass, intimidate, or bully a fellow skater, parent, coach, or the organization. This also applies to comments relating to members of affiliate organizations, their staff, and event officials. Anyone found participating in this type of behavior may be immediately blocked from club social media groups and will also be subject to further disciplinary consideration by the SFSC Board.

C. SFSC SOCIAL MEDIA ACCOUNT ADMINISTRATION:

SFSC PR Chair shall have primary responsibility to curate, moderate, and maintain the SFSC Social media accounts. Administration rights and account access for all accounts shall be provided to President and Webmaster. An assistant administrator may also be appointed by the Board at the request of the PR Chair. Each social media account shall abide by the SFSC Social Media policy, and shall have a unique policy in place to govern its specific intended use and administration. The policies for each Social Media Account shall be reviewed by The SFSC Board on an annual basis, or as necessitated by new platform introductions or updates.

FACEBOOK POLICY

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The Shaker Figure Skating Club Facebook Group account shall be “Private”, in that access to the group area will be limited only to SFSC members, alumni, families, coaches, and volunteers. The Facebook group is to be used as a platform to show support for SFSC members and their accomplishments, and to update members on club related announcements, schedules, deadlines, events, and opportunities. Sales of goods and services shall be permitted on our Facebook platform only when club-sanctioned. Congratulations and well wishes may be posted for Home Club, Collegiate Club, and Alumni members.

INSTAGRAM POLICY

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The Shaker Skating Club Instagram account shall be “Public”, in that its content will be visible to and may be followed by the general public. The SFSC Instagram account will be used to publicly promote the SFSC, to advertise our events, and to celebrate our culture and the accomplishments of our athletes. The account will follow organizations, figure skating clubs, and professional athletes which directly relate to the mission and goals of the SFSC and may be used to network within these organizations to promote SFSC events and opportunities. The Instagram account will not follow personal accounts of SFSC members, alumni, families, coaches, or volunteers.