



## Social Media Policy & Guidelines

This policy governs the publication of and commentary on social media by volunteers, employees and Members of the Cumberland United-Unis Soccer Club, herein referred to as the CUSC. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as, but not limited to, Facebook, LinkedIn, Twitter, Flickr, and YouTube.



This policy is in addition to, and complements, any existing or future policies regarding the use of technology, computers, e-mail and the internet.

The CUSC volunteers, contractors, employees and members are free to publish or comment via social media in accordance with this policy. The CUSC employees are subject to this policy to the extent they identify themselves as an employee of the CUSC (other than as an incidental mention of place of employment in a personal blog on topics unrelated to the CUSC).



Social media is all about people connecting with people. Publication and commentary on social media carries similar obligations to other kinds of publication or commentary. All uses of social media must follow the same ethical standards that the CUSC must otherwise follow.

### Don't Tell Secrets

It's perfectly acceptable to talk about your work or interests and have a dialog with the community, but it's not okay to publish confidential information. Confidential information includes items such as unpublished details about our financial information, meeting discussions, upcoming projects, membership, research, and trade secrets.



## **Protect your own privacy**

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the CUSC website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

## **Be Honest**

Do not blog anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, detrimental or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details. Always think twice before posting: If you wouldn't want your parents, friends, coaches etc. to read what you have posted then DON'T.

## **Respect copyright laws**

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others; including the CUSCs own copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to cite and link to others' work whenever possible rather than reproduce it.

## **Respect your audience, the Club, and your colleagues**

The public in general, and the CUSC employees, volunteers and members, reflect a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with our website. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, information or photos containing sexual content, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion. Use your



best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of the CUSC.

A good rule of thumb: if you would not say it in person, don't say it online.

## **Protect our customers, business partners and suppliers**

The CUSC employees, volunteers, members and contractors should not be cited or obviously referenced without their approval. Never identify a member and partner by name without permission and never discuss confidential details of a customer engagement.

It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a customer (e.g., Customer 123) so long as the information provided does not violate any non-disclosure agreements that may be in place with the member or make it easy for someone to identify the member. Your blog is not the place to "conduct business" with a member or partner.

## **Controversial Issues**

If you see misrepresentations made about the CUSC in the media, you may point that out. Always do so with respect. If you speak about others, make sure what you say is factual and that it does not disparage that party. Feel free to respectfully disagree with a position but do not propagate online confrontation as it reflects poorly. Avoid arguments. Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

## **Be the first to respond to your own mistakes**

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.



## **Think About Consequences**

What you post may affect your future. Many university school admissions officers, scouts, professional teams, national governing bodies, volunteer organizations and employers review social networking sites as part of their overall evaluation of an athlete, candidate or employee.

Carefully consider how you want people to perceive you before you give them a chance to misinterpret your information (including photos, videos, comments and postings).

Once again, it's all about judgement: using your blog to trash or embarrass the CUSC, our customers, or your co-workers, is dangerous and ill-advised. Always think twice before posting: If you wouldn't want your parents, friends, coaches etc. to read what you have posted then DON'T.

## **Disclaimers**

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble - it may not have much legal effect.

Wherever practical, you must use a disclaimer that states while you work or volunteer for the CUSC, anything you publish is your personal opinion, and not necessarily the opinions of the CUSC.

## **Don't forget your day job.**

Make sure that blogging does not interfere with your job or commitments to members.



## Social Media Tips

The following tips are not mandatory, but will contribute to successful use of social media.

- The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.
- Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is whether your blog looks decent, and take their advice on how to improve it.
- The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.
- Consider the possibility that your commentary could be taken out of context. Stay focused on the information or message you want to convey. Make sure you have all of the facts before you post.
- If your commentary could have a high positive or negative impact on the CUSC, consider notifying a CUSC Executive Member so the CUSC can prepare to either further promote or mitigate the outcome.
- Every time you post something, it is PERMANENT. Any comments, text or photo placed online is completed out of your control the moment it is placed online – even if you limit access to your site. Information (including photos, videos, comments, and posters) may be accessible somewhere by someone even after you delete it.



## **Enforcement**

It is the expectation of the CUSC that employees, contractors and volunteers will promptly advise the CUSC webmaster or Club Administrator of any facts or circumstances which may suggest a breach of the policy. This may include taking prompt action to remove the offending material if possible.

The CUSC does not monitor personal websites but will address issues that violate established Club Policies and Social Media guidelines.

You should also be aware that the inappropriate or unlawful use of social media may expose you to personal legal liability. The CUSC will not be held liable for the acts and omissions of anyone who is in breach of this policy. In circumstances where you fail to comply with this policy, you will be subject to the CUSC's disciplinary action, up to and including discontinuing your association with our Club and termination for cause.

Approved for external use  
by the CUSC Board of Directors  
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