



# Grouse Mountain Tyee Ski Club

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## Social Media Guidelines

## Supporting Great People & Great Racers Online

Social media gives us a great opportunity to engage with our Grouse Mountain Tyee Ski Club members, staff, sponsors, media partners, and the community at large. The more we interact with each of these stakeholders and the general public, the more we can strengthen our membership base and finances to secure the club's longevity. The following social media guidelines are part of that ongoing communication strategy.

The guidelines apply to all club members, administrative and coaching staff, and content contributors across all of the club's current and future social media pages. These should be seen as an extension of the existing Codes of Conduct and Rules of Fair Play for Athletes, Parents & Guardians, and Coaches (for copies of the latter, please follow this link: <http://grousetyee.com/?page=conduct>).

Our three primary rules of social media engagement are: Disclosure, Protection, and Value.

### Disclosure

- Be transparent: Use your real name, and be clear about your role/involvement in the club.
- Be truthful: Avoid conflicts of interest, and be clear about your personal interest in discussing a specific topic.
- Offer advice responsibly: When making suggestions to others, be sure that you are communicating within your area of expertise. Clearly indicate when you are voicing your own opinion, one that does not necessarily reflect an official position of the club.

### Protection

- Don't share confidential information (e.g., an athlete's medical information or financial details).
- Respect brand, trademark, copyright, and fair use.
- Be respectful of other organizations, including competing ski racing clubs and their members.
- Don't over-share links to the social media pages. Stick to audiences to whom the content is relevant.
- Everything you share on the Internet is on record and searchable. It is also your responsibility. If you are unsure about an item that you would like to post online, please check with the club's Communications Committee by sending an email to [communications@grousetyee.com](mailto:communications@grousetyee.com).
- Beware of hackers. Always use a secure password and take immediate action if you notice or suspect that your account has been hacked (e.g., reset your password). Please also alert the Communications Committee with an email to [communications@grousetyee.com](mailto:communications@grousetyee.com).
- Distinguish between private and public content. Make sure you know who can access your posts/blogs/tweets/Facebook pages/photos. Check your security settings on all networks.

- Do not post any sensitive information about team meetings. This type of information, whether it is related to the content of the meeting or discussions that took place there, is strictly confidential.

## Value

- Approach your social media contributions as ways to spur two-way, community building conversations. Your posts should not be used as a way for you to unload random thoughts that pop into your head. If you post queries, remain engaged and acknowledge other people's participation. If their answers aren't worth reading, maybe the question isn't worth posting.
- Don't publish lewd, vulgar or obscene comments or photographs. All posts, blogs, tweets and photos should be in good taste and, when applicable, professional. Vulgar suggestive or obscene comments or photographs should not be posted. The same goes for profanity. There is no need for it on our club's social pages.
- Do not post negative comments related to gender, race, culture or religion.
- Feel free to share content and/or links that are relevant to your discussion and could be of interest to the club's social network. That includes athlete accomplishments, training tips/photos/videos, and thank-you notes to supportive club members, staff, volunteers and/or sponsors.
- Keep things amicable and respect other people's opinions. Mindful communication is what we're seeking.
- We all make mistakes. If you have posted something that you should not have, be upfront about it. React quickly and share your correction on the same social media site as for your original post. If possible, alter your original post and add a note to indicate that you have made changes to it.
- Less truly is more. Be engaged in our social media conversations, but resist the urge to post too much content. Some people in the network opt in to use automatic notification whenever something is posted. We do not want to overwhelm people with too many posts.
- Use the social media sites with which you are most comfortable. If you have a hard time self-editing, Twitter might not be the best option. You wouldn't want to share four tweets in a row when you could write one Facebook post.

## Other considerations:

### Club Ambassadors

- All club directors, administrators, coaching staff and volunteers are in effect Tyee ambassadors. As such, they should be particularly mindful of their role when posting content to the club's social media pages or including Tyee-related content (e.g., athlete photographs and videos) on their own personal social pages. The relationships that are established within the club should be reflected in our online interactions with one another and the general public.
- Members are also expected to be mindful of what they post to the club's social media pages, and how the content might affect other members and the club as a whole.

## **Product/Service Promotion**

- The club's social media pages should not be used to promote the sale of products and services for personal financial gain. Any sales-related posts should benefit the athletes and be related to their participation in the club (e.g., equipment sales at Skis & Biikes).

For any queries regarding the club's Social Media Guidelines, please contact the Communications Committee at [communications@grousetyee.com](mailto:communications@grousetyee.com).