

SOCIAL MEDIA POLICY

Type:	Governance	Policy Number:	35
Authority:	Board of Directors	Date Approved:	September 2015
		Date Revised:	

35.1 Rationale:

This policy governs the publication of and commentary on social media by employees and direct representatives of Manitoba Water Polo Association (MWPA). For the purpose of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, and social networking sites such as Facebook, LinkedIn, Twitter, Flickr and YouTube.

35.2 Guidelines:

- This policy applies to all uses of social media by MWPA employees, delegates, and/or direct representatives
- A singular voice is preferred in all online interactions
- All representatives of MWPA are encouraged to publish or comment via social media in accordance with this policy
- All representatives are subject to this policy to the extent they identify themselves as a MWPA direct representatives
- Publication and commentary on social media must follow the same ethical standards that MWPA All representatives must otherwise follow
- MWPA programs and materials will be highlighted, posts from other like minded groups should come from trusted sources and kept to a minimum

35.3 Procedures:

35.3.1 Setting up Social Media

- Assistance in setting up social media accounts and their settings can be obtained from the MWPA office
- All accounts should have a singular contact to monitor, update and post
- All accounts should have closed privacy settings, where only the designated MWPA representative can post to the accounts to ensure appropriate content
- All accounts should clearly indicate MWPA vision/mission
- MWPA logo should be posted on all accounts
- Tracking interactions and evaluations should be used through available technology (i.e. Google Analytics)

35.3.2 Posting to Social Media

- When posting to social media, All representatives are to follow these guidelines: **don't tell secrets** – it's not OK to publish confidential information, **protect your privacy** – private settings on social media platforms should be set accordingly, **be honest** – do not blog anonymously, **respect copyright laws** – it is critical to show proper respect for the laws governing copyright, **respect your audience** – reflect a diverse set of customs, values and points of view, **protect members** – members should not be cited or referenced without approval, **controversial issues** – always post with respect and with the facts

35.3.3 Confidentiality

- All representatives of MWPA shall not post confidential information on MWPA social media accounts. This includes, but not limited to, financial information, legal matters, organizational internal strategies, campaign benchmarks, unreleased advertising or promotions, internal processes or methodologies, rumors, colleagues or members personal information
- All representatives posting on behalf of the MWPA are to be respectful and professionally represent the organization, adhere to the terms and conditions of any third party sites, and take full responsibility for their communication.

35.3.4 Enforcement

- Policy violations will be subject to disciplinary action, up to and including termination for cause

Social Media Tips:

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.