**Social Media Policy**

**Purpose**

The widespread availability of social media means it is important to understand how to use it effectively and sensibly when volunteering for NYSAA.

NYSAA enthusiastically supports and explores the use of social media tools and emerging technologies and encourages employees to do the same.

The use of social media technologies should be used to enhance communication, collaboration, and information exchange in support of the organisation’s vision and purpose.

The use of social media technology follows the same standards of professional practice and conduct associated with NYSAA.

This policy covers all individuals working at all levels.

**Definitions**

**Social Media**

Social media is a term used to describe a suite of applications or tools on the Internet (also known as Web 2.0) that support collaboration and the sharing of ideas and opinions across a global scale where the content is usually managed by the users rather than the provider of the applications.

Social media activities can include, but are not limited to:

* maintaining a profile page on social/business networking sites such as Facebook, Twitter, Instagram or LinkedIn
* writing or commenting on a blog, whether it is an individual’s own or the blog of another person
* taking part in discussions on web forums or message boards
* leaving product or service reviews on business websites or customer review websites
* taking part in online polls.

**Stakeholders**

In this policy stakeholders refer to committee members and volunteers.

**Policy**

This policy aims to ensure that NYSAA is not exposed to legal and governance risks through the use of social media and that its reputation is not adversely affected.

This policy aims to ensure that volunteers of NYSAA are protected whilst using social media and feel empowered to contribute to collaborative online activity when it supports their role within the organisation. It applies to the use of social media for both NYSAA business and personal purposes.

**Responsibilities**

COMMITTEE MEMBERS

Committee members must ensure this policy is communicated to all volunteers through the appropriate channels e.g. committee meetings & email, so that volunteers understand and adhere to this policy.

VOLUNTEERS

All volunteers are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media should be reported to the NYSAA chairman. Questions regarding the content or application of this policy should be directed to the NYSAA chairman.

**Compliance with related policies and agreements**

Social media should never be used in a way that breaches any of the organisation’s other policies. If an internet post would breach any of our policies in another forum, it will also breach them in an online forum. For example, volunteers are prohibited from using social media to:-

* Breach any obligations they may have relating to confidentiality;
* Defame or disparage NYSAA or its affiliates, athletes, parents and sponsors;
* Harass or bully other volunteers in any way;
* Breach the equal opportunities policy;
* Breach the data protection policy;
* Breach any other laws or ethical standards.

Volunteers should never provide references for other individuals on social or professional networking sites, as such references, positive and negative, can be attributed to NYSAA and create legal liability for both the author of the reference and the organisation.

Volunteers who breach any of the above policies will be subject being removed from their post within the organisation.

**Principles**

Guidelines for social media usage

Everything written should be considered as public. Volunteers should assume that everything they write is permanent; can be viewed by others and can be traced back to them personally as well as to other volunteers and the organisation.

Any content on social media should not:

* contain disparaging or defamatory statements
* be utilised to bully or harass
* contain breaches of copyright and data protection
* contain material of an illegal, sexual or offensive nature
* include confidential information
* bring the organisation into disrepute
* use the organisation to endorse or promote any product, opinion or political cause

This list is not exhaustive, and each case will be considered on its own merits.

All volunteers are responsible for protecting the reputation of the organisation. Any volunteer member who sees content on social media that disparages or reflects poorly on the organisation or stakeholders should contact the committee chairman immediately.