

# **UPPER DUBLIN AQUATIC CLUB**

## **Social Media Policy**

Upper Dublin Aquatic Club (“UDAC”) recognizes the importance of the Internet in shaping the public’s perception of our organization. UDAC also recognizes the importance of our Board members, coaches, athletes, parents and volunteers in leading and setting the tone of social media interactions in a manner that advances UDAC’s mission and goals. The UDAC board will review and update the policy as needed.

### **Mission Statement**

Upper Dublin Aquatic Club (UDAC) believes through the teaching of self-discipline, the forming of grit, and the model of and expectation of character, we strive every day to create a culture in which team and personal potential are achieved in aquatics and in life.

### **Applicability**

This Social Media Policy applies to all Board members, coaches, athletes, parents and volunteers (“UDAC Members”). This Social Media Policy applies to all social media content posted by UDAC Members in their professional and personal capacity to the extent such content is related to UDAC.

### **Aspirations**

UDAC strives to create a positive and inclusive organization that is dedicated to helping athletes reach their potential. In furtherance of this goal, UDAC aspires to engage members of the community in positive, honest, transparent, and knowledgeable dialogue about UDAC through social media. UDAC views social media as an important tool for communicating its successes and opportunities for individual and team development. UDAC also views social media as a platform for receiving constructive feedback from the community and for discussing UDAC’s challenges and opportunities for improvement in a positive and constructive way.

## **Guidelines**

All UDAC Members shall abide by the following guidelines when using social media:

1. Be positive and respectful, and always take the high road. When disagreeing with others' opinions, remain appropriate and polite.
2. Do not post content that would harm UDAC or damage UDAC's reputation. Remember that even while you are on your own personal time, you are a representative of UDAC, and people may interpret your online postings or social interactions as though they were official UDAC statements.
3. Use good judgment when posting comments on any official UDAC sites. Bear in mind that your comments can create liability for UDAC. If you are unsure whether a comment is appropriate to post, either do not post it or obtain prior approval from the Board of Directors.
4. Be smart about what you publish. Once something is posted, it exists online forever. Ask yourself, "would I want to see this published in the newspaper or posted on a billboard tomorrow or ten years from now?" If the answer is "no," do not post.
5. Encourage others to engage in positive interactions on social media. If you are concerned about any UDAC Member's use of social media, please bring your concerns to the attention of your coach or a member of the UDAC Board of Directors.
6. Personally identifiable information (information, such as a name and date of birth and/or a street address which, when taken together, can identify a particular individual) should not be disclosed in any manner on official UDAC social networking sites without the approval of the sport coordinator or UDAC Board of Directors.

## **Violations of the Social Media Policy**

The UDAC Board of Directors shall have the authority to monitor and enforce this Social Media Policy. The UDAC Board of Directors, and any individual appointed by the Board of Directors, shall have the authority to remove any inappropriate or offensive comments from official UDAC sites and to block any individual or organization from posting on any official UDAC social media platform if they determine, in their sole discretion, that such removal or block is in the best interests of UDAC.

The failure of any UDAC Member to adhere to this Social Media Policy shall be considered a violation of the UDAC Code of Conduct, and any UDAC Member who fails to adhere to this Social Media Policy shall be subject to disciplinary action, up to and including termination of such individual's involvement in UDAC, in accordance with the UDAC Disciplinary Procedures.

**Questions / Concerns**

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