

Social and Digital Media Code of Conduct

Adopted by Rhinelander Figure Skating Club on 10/09/2014.

Social media can be defined in many ways. It includes but is not limited to: Social networking sites (Facebook, Google+, Bebo, etc), Video and photo sharing sites (Flickr, YouTube), Microblogging sites (Twitter), Personal blogs (Blogger, Wordpress), Local area websites, Forums or discussion boards, Online encyclopedias (Wikipedia), Text messages, and Emails. Because of the blur between personal and professional communications, this Code of Conduct helps explain what is recommended and expected.

This Code of Conduct applies to Rhinelander Figure Skating Club (hereinafter referred to as "Rhinelander Figure Skating Club", or "RFSC"), employees, volunteers, students, parents, guardians, family members, board members and friends (hereinafter referred to as "you", "your", and "I").

1. Remember all internet postings are permanent, able to be duplicated, and may go viral. While you have the right to express yourself, it does not mean you are excluded from the consequences of your communication. Do not try to change things after the fact. Think twice, type once. In many cases, don't type at all.
2. Use your common sense. If you wonder whether or not to communicate or post, don't do it until you consult with the Rhinelander Figure Skating Club board.
3. For your protection and the protection of Rhinelander Figure Skating Club, you are prohibited from using internal or external social media channels to discuss confidential items, legal matters, litigation, or the organization's financial performance. Confidential information includes anything labeled as such or information not available to the public.

When asked by others to discuss any of these matters, you should relay that "Our social media policy only allows authorized individuals to discuss these types of matters. I can refer you to an authorized individual if you'd like to ask them," and then refer the question to the Board President.

4. Be open and honest about who you are when you communicate. Rhinelander Figure Skating Club trusts and expects you to exercise personal responsibility whenever you use social media, which includes respecting the trust of those with whom you are engaging. However, these policies are not meant to interfere with your legal rights to engage in concerted or protected activities.
5. Respect your privacy, your members' privacy, and the club's privacy by not providing personal or confidential information without permission.
6. Only those officially designated may use social media to speak on behalf of the RFSC in an official capacity, though you may use social media to speak for yourself individually. If and when designated persons use social media to communicate on behalf of the club, they should clearly identify themselves as a club member.

7. If you are communicating with minor members of RFSC through any digital or social media, act as you would if you were communicating in person. Specifically, communicate with minor members of RFSC using transparency and in a group, or do not communicate at all. If it is necessary to send an individual message outside of a public area to a minor member copy another adult or the parent of the minor member. Do not initiate a one-on-one relationship (such as friending from a personal profile) with a minor member. A minor member is considered to be anyone 18 years and younger who is currently a member of the RFSC.

8. Do not violate copyright and fair use laws and do not plagiarize another's work. Obtain permission if you wish to use material created by someone else.

9. Do not use the Rhinelander Figure Skating Club social media channels for personal use.

10. Harassment, threats, intimidation, ethnic slurs, personal insults, pornography, obscenity, racial or religious intolerance, abuse, and any other form of behavior prohibited by law is also prohibited via social media channels. Do not engage in any such behavior and do not make or comment on any such behavior, comments, or remarks.

11. If you are not officially authorized to speak on behalf of Rhinelander Figure Skating Club, yet desire to voice an opinion regarding a matter involving RFSC, use a disclaimer saying that what you communicate is your personal opinion and not that of the club when you are engaging in conversation on Rhinelander Figure Skating Club's social media channels.

Two sample social media disclaimers include: (1) "I am a member of the Rhinelander Figure Skating Club, and this is my personal opinion." and (2) "I am not an official spokesperson, but my personal opinion is. . . ." This requirement is not meant to interfere with your rights to bargain collectively or engage in concerted or protected activities but rather to ensure that others can easily distinguish the official position of the club or the club's leadership from those of our members.

12. Before posting photographs of any person, obtain his/her permission. Do not "tag" members to photos on social media sites and never include the individual's names. Don't post photos that could even remotely be misconstrued. The context of a photo cannot always be communicated. So the appearance of misconduct or questionable character is just a few clicks away.

13. If you see a violation of this Code of Conduct by a member minor member, parent, guardian, family member, board member and/or friend, report it to the Board President of Rhinelander Figure Skating Club. If you have questions about the Code of Conduct, please contact the Board President.

14. Any violations of the Rhinelander Figure Skating Club's Social and Digital Media Code of Conduct may result in discipline and/or revoking membership. Violations may be turned over to the authorities with the possibility of prosecution.