



## SOCIAL MEDIA POLICY

Adopted December 7, 2015

Athletes, coaches and other BC Aquasonics members are representatives of the BC Aquasonics Synchronized Swim Club. These policies are in place because of the member's relationship with the club. The reputations of the Club and our members are paramount and need to be protected internally and externally. Online communication must positively promote our programs, athletes, and accomplishments.

### Club Website

1. The Club website is our main communication tool. The website is used to convey information, promote the club and our programs, announce teams, and report on competition results.
2. Information about and photos of club members in this regard will be used as appropriate and with due regard to the members' accomplishments and achievements.

### Club Use of Social Media

1. Social media sites under the BC Aquasonics name must be administered by an official Club representative approved by the Head Coach or the Board.
2. Use of other social media vehicles, such as, but not inclusive to Facebook, Twitter, Instagram, etc. will always be used to positively promote our programs, athletes and accomplishments.
3. Athletes will be named in posts but the Club will not tag any photos with athlete names. Athletes are permitted to tag themselves in photos.

### Members Use of Social Media

Use of social media or media by any member on any topic can reflect on the reputation of the BC Aquasonics because of their club membership. BC Aquasonics members shall not:

1. Provide or distribute opinions of a derogatory nature about the Club, a Club member, or team or that of any other Club or our governing bodies, through team or personal email or social media accounts.
2. Use their personal email, internet or social media accounts for any topic or other use in such a way that will or may cause a negative perception of the BC Aquasonics, its members, coaches, employees or other contractors.
3. Post video online of any choreography, routines, or elements of routines developed by the BC Aquasonics at any time.
4. Post photographs of choreography, routines, and competition suits until after the first competition of the season.
5. Post photographs of the Club's coaches without their prior approval.
6. Coach members shall not follow or "friend" current BC Aquasonics athletes on any social media platform.

### Inappropriate Use

Inappropriate behaviour by a member through a team or personal email account, internet account or any form of social media may lead to penalties, including disciplinary action and possible termination of membership as per the Club Discipline Policy.