

## SECTION 4: POLICIES



### 4.18 SOCIAL MEDIA GUIDELINES & POLICY

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#### 1. INTRODUCTION

- 1.1. Virtus recognises that social media and online networks present an unprecedented opportunity to share interests, grow support and increase understanding about the organisation and sport for athletes with an intellectual impairment. Virtus embraces this medium.
- 1.2. Virtus understands that all Virtus staff, officers and key representatives can communicate online in many ways, such as through social media, professional networking sites, blogs, online news sites and personal websites, however, Virtus personnel must use good judgement about what material appears online and in what context and these guidelines have been developed to ensure safe, healthy and positive messages and to avoid any problems or misunderstandings.

#### 2. USING SOCIAL MEDIA AND ONLINE PLATFORMS

- 2.1. Virtus believes in open communication and encourages all Officers and staff to share their work and passion for Virtus sport and athletes via blog, wiki, social network or other form of online publishing.
- 2.2. All Officers and Staff should be familiar with the Virtus Code of Ethics and Conduct.
- 2.3. When Virtus matters are discussed on the internet, it is important that the author identifies themselves with their name and, when relevant, their role within Virtus.
- 2.4. Unless a designated spokesperson for Virtus, individuals must make clear that they are speaking personally and not for the organisation. Disclaimers are preferred like "The postings on this site are my own and do not necessarily represent the position, strategy or opinions of Virtus".
- 2.5. It is preferred if posts are written in the first person and Virtus email address is not used for private communications.
- 2.6. Personnel are responsible for the content published on blogs, wikis or any other form of user-generated media.
- 2.7. Information gained in trust or confidence, or which is privileged within the role as an Virtus officer should not be posted online unless specific permission has been granted by the Governing Board or Executive Director. There are no exceptions to this rule.
- 2.8. Messages from the Executive Director or Governing Board to officers are not intended for the media.
- 2.9. It is important for individuals not to comment on work-related and legal matters unless they are an official spokesperson, and have the specific permission of Virtus. This includes information such as (but is not limited to) funding, future activities and projects (for example Virtus competition programmes), fees and pricing decisions, unannounced financial results.
- 2.10. The audience must be respected at all times. No ethnic slurs, personal insults, obscenity, or conduct unbecoming of a Virtus Officer is acceptable. Proper consideration for others privacy and for topics that may be considered objectionable or inflammatory (like religion or politics) must be exercised at all times. Any individual representing Virtus must dress and

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behave accordingly.

- 2.11. If a mistake is made and something posted in error, it is important that the individual quickly responds and removes or amends the error.
  - 2.12. Copyright must be respected at all times – check with the author before posting someone else’s work.
  - 2.13. No Virtus athlete, partner or supplier must be cited unless they have approved of the reference.
3. DISCIPLINARY ACTION
- 3.1. Ultimately, Virtus Officers and staff are responsible for what they post online and Virtus may take disciplinary action where it is felt that posts contravene this policy, the Code of Ethics and Conduct or responsibilities as a Virtus officer.