



Proposed ACAC Social Media Policy/Guidelines –January 2015

The ACAC recognizes the vital importance of participating in online conversations and is committed to ensuring that participation in online social media adheres to ACAC values, policies and procedures as outlined in the ACAC Operating Code. The ACAC respects the right for member institutions, athletes, coaches, athletics department personnel and ACAC staff to use social media tools not only as a form of self-expression, but also as a means to create further awareness about the ACAC and its participants.

It is important that all participants are aware of the implications of engaging in forms of social media and online conversations that reference the ACAC and/or the individual's relationship with the ACAC, members and the ACAC brand. Users are urged to understand the policies and terms of the social media platform being used by reading through the terms and services before posting.

The ACAC offers the public service of posting comments and content on a variety of electronic and social media applications although monitoring cannot possibly be conducted without periodic interruption. The ACAC will not pre-screen content, but reserves the right to remove by its sole discretion any content that it considers to be illegal, obscene, defamatory, threatening, invasive of privacy or otherwise injurious or objectionable.

Opinions expressed in non-ACAC authorized posts are not necessarily those of the ACAC and its members and the ACAC cannot guarantee the accuracy of such posts.

All content posted by the ACAC is the property of ACAC and is subject to copyright laws.

1. Definitions: For the purpose of this policy, the following definitions will apply:
 - 1.1 ACAC shall imply all directors, volunteers and staff involved in an official capacity with the ACAC
 - 1.2 ACAC members shall include ACAC member institutions and encompass all participating student-athletes, coaches, officials and athletics department personnel.
2. The following list includes but is not limited to the activities, terms, messages and/or posting content deemed to be unacceptable:
 - Vulgarities
 - Offensive, defamatory, obscene and/or insulting comments
 - Threats and harassment
 - Personal attacks
 - Discriminatory, racist and/or sexist comments
 - Comments that incite violence and/or hatred
 - Comments that are clearly irrelevant to the thread and intended solely for provocation
 - Comments that divulge personal and confidential information that allow for the identification of a person other than the author
 - Comments that demonstrate a lack of respect towards the ACAC, ACAC representatives, another ACAC member, an administrator, ACAC contractors (eg. game officials) and/or a moderator;

- Posting of pictures and/or videos of parties, drinking, or reckless behaviour while wearing identifiable ACAC and/or ACAC member clothing;
 - Posting the same message in repetition;
 - Promoting a third party business/enterprise that does not pertain to the ACAC or the topic of discussion;
 - Creating social media accounts that may be perceived as impersonating an official ACAC channel.
3. In addition to ACAC social media interfaces, social media may include (but is not limited to):
- Social networking sites (eg. Facebook, MySpace, LinkedIn, Google+, Tumblr, Bebo, Yammer)
 - Video and photo sharing websites (eg. Flickr, YouTube, Instagram)
 - Blogs, including corporate and personal blogs
 - Blogs hosted by media outlets (i.e. comments posted to news stories)
 - Micro-blogging (i.e. Twitter)
 - Wikis and online collaborations (i.e. Wikipedia)
 - Forums, discussion boards and groups (i.e. Google Groups, Forums)
 - Video or podcasting ☑ Instant messaging (including text messaging)

4. Expectations for Personal Behavior in Social Media

There exists a clear distinction between speaking "on behalf of the ACAC" and speaking "about" the ACAC. This set of 5 principles refers to those personal or unofficial online activities where an individual might reference the ACAC.

4.1. Adhere to all applicable policies. All members are subject to the ACAC's Code of Ethics in every public setting.

4.2. Every individual will be held responsible for his/her actions and will be accountable for anything posted that can potentially tarnish the ACAC's or any member's image. All are encouraged to participate in the online social media space, but are cautioned to exercise sound judgment and common sense.

Please make certain to include the following disclaimer to each profile or platform used where the author can be identified as related to the ACAC:

"The views expressed on this article/commentary/twitter feed/blog are the views of the author alone and do not reflect the views of the ACAC".

4.3. Act as agent of the ACAC even if you are not an official online spokesperson for the ACAC.

If you come encounter positive or negative remarks about the ACAC or its online brand which you deem to be noteworthy, you are encouraged to share them by forwarding said message to the ACAC office at office@acac.ab.ca.

4.4. Let subject matter experts respond to negative posts. Occasionally one may encounter negative or disparaging posts about the ACAC, its members or its brands, or observe third parties attempting to initiate negative conversations.

Unless you are an authorized online spokesperson on the matter, avoid the temptation to react. Forward the post(s) content to the ACAC office to investigate these comments

4.5. Be conscious when intersecting business and personal commentary online. The ACAC respects the right to freedom of speech but it must be understood that anyone has access to content posted online. When using social media, an individual is expected to model appropriate behaviour in accordance

with the individual's role and status in connection with the ACAC. This is particularly

important when publishing information online that can be seen beyond friends and family, and understand that information originally intended just for friends and family can be forwarded. It's possible for everyone to see what is posted on these platforms including sponsors, rivals, and fans.

5. Non-adherence to these guidelines may be considered an ACAC Code of Ethics violation. Violators may be subject to discipline under the ACAC Code of Ethics Policies. Removing content from social media after it has been posted (publicly or privately) does not preclude the violator from being subjected to ACAC disciplinary action.

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