



Social Media Policy

Policy Brief & Purpose

The Ann Arbor Track Club (AATC) Social Media Policy provides a framework for using social media. Social media is a place where people and organizations promote their mission, conduct business, exchange information, opinions and experiences. Whether board members, club members, volunteers, or service providers are handling an AATC social media account, or using one of their own social media accounts, they should remain prudent and use common sense. This policy provides practical advice to avoid issues that might arise by careless use of social media in conducting the business of the AATC.

Scope

We expect all members of the AATC's Board of Directors, club members, volunteers, and service providers to follow this policy.

Policy elements

This policy covers all social media. "Social media" refers to a variety of online communities like blogs, social networks, chat rooms and forums. Common examples are Facebook, Twitter, Instagram, YouTube, LinkedIn, Snapchat, and Pinterest.

This Social Media Policy addresses two different elements of social media: using personal social media while conducting AATC business and representing our organization through social media.

Using Personal Social Media

The AATC allows members of the AATC's Board of Directors, club members, volunteers, and service providers to access their personal accounts for personal matters, which may include matters relating to the AATC. Persons who do postings on matters relating to the AATC should be aware of the effect that their postings may have on the AATC's image and reputation. The information that persons post or publish may be public information for a long time.

We expect all persons to act responsibly and be prudent in their social media postings about the AATC. Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, or libelous.

We advise members of the AATC's Board of Directors, club members, volunteers, and service providers to abide by the following rules when posting on matters relating to the AATC:

- **Use common sense.** Avoid making postings that reflect negatively on the AATC or its directors, members, or volunteers.
- **Ensure that others know that statements about the AATC on personal accounts do not necessarily represent the AATC's position.** If you do a social media posting that might convey a negative or derogatory connotation about the AATC or its directors, members, or volunteers or might reflect negatively on the AATC's reputation, you should refrain from stating or implying that the opinions or comments in your posting are authorized or endorsed by the AATC. The AATC advises that when making any such posting, you use a disclaimer such as "views and opinions expressed are my own" to avoid any misunderstanding about the AATC's approval of your posting.
- **Avoid posting any information about the AATC that may be considered confidential to the AATC.** The posting of such content may be grounds for a legal action against you by the AATC.

- **Avoid posting any discriminatory, defamatory, offensive, libelous, or derogatory content.** The posting of such content may be grounds for a legal action against you by an aggrieved party.
- **Avoid any appearance that the AATC endorses any individual product or personal charity appeals.** The AATC advises that when making any such posting, you avoid any appearance that the AATC endorses the product or charity by use of a disclaimer such as “the endorsement of this product (charity) are my own and do not constitute and endorsement by any other party”.

Representing the AATC

Members of the AATC’s Board of Directors, club members, volunteers, and authorized contractors (paid or otherwise compensated) represent the AATC in their handling of club social media accounts and in speaking on the organization’s behalf. In the interest of protecting the AATC’s image and reputation, the AATC expects all such parties to act prudently and responsibly.

These parties should:

- **Obtain Board Consent for initiation and use of any social media platform.** Platforms with no logical purpose for advancing AATC’s goals, and those with no practical benefit to members, are prohibited.
- **Fully comply with the terms and conditions of all social media platform User Agreements.** Willful or not, violations of the User Agreement may result in suspension of the AATC’s social media account. **Notice of any violation must be immediately reported to the AATC’s Board of Directors.**
- **Be respectful, polite and patient** when engaging in conversations on behalf of the AATC. All parties should be prudent when making declarations or commitments on which a reasonable person might rely to his or her detriment because of such.
- **Avoid speaking on matters outside their field of expertise** when possible. All parties should be careful not to answer questions or make statements that fall under the responsibility of another person who is authorized to speak on such matters.
- **Avoid promotion of commercial products** that are not authorized under an active, Board approved compensatory contract with the AATC.
- **Inform the AATC’s Board of Directors** when they are asked to comment on a major-impact matter or to share any major-impact content.

- **Avoid deleting or ignoring comments** for no reason. Every effort should be made to listen to and reply to criticism.
- **Never post discriminatory, defamatory, offensive, libelous, or derogatory** content or commentary.
- **Take steps to report, restore control to, and remedy a breach or hack of any AATC social media account. Any actual or suspected breach must be reported to the AATC's Board of Directors immediately.**
- **Correct or remove** any misleading, erroneous, or false content as quickly as possible.

When in doubt, seek advance permission from the AATC's Board of Directors!

Disciplinary Consequences

The AATC will monitor all social media postings on its official accounts and, where there is credible evidence of a failure to follow this policy's guidelines, may take disciplinary action against the party responsible for the failure, including, but not limited to, termination from board membership, club membership, or volunteer position. Any disciplinary action shall be decided by a quorum vote of the AATC's Board of Directors, excluding any board member who may be the subject of the violation under review.

Examples of non-conformity with this Social Media Policy include, but are not limited to, the following:

- Disregarding responsibilities for use of social media
- Disclosing confidential information through personal or AATC accounts
- Directing offensive comments toward other members of the online community