

USSA Key Volunteers' Social Media Policy

USSA encourages its key volunteers (defined as USSA directors, sport committee members, division and region leadership, and its FIS delegation) to use social media platforms in positive ways to connect and interact with supporters, fans, media, members, and the community at large. The purpose of this social media policy is to encourage volunteers to share their voice online in a positive, effective, and constructive manner. Content placed upon any social media platform is public information and may be viewed as a direct reflection of the volunteer, USSA and its teams and constituent brands.

Volunteers must at all times act in the best interests of our sports and shall not act in a manner which is improper or brings USSA or the sports at large in disrepute, or use language which could be considered insulting, threatening, abusive or indecent. Such comments which are considered improper, even if made in a volunteer or employee, member's personal capacity, may lead to disciplinary action.

What is Social Media?

Social media is a form of communication that increases and facilitates the sharing of information. The form of media makes the transfer of text, photos, audio, and video easily viewable to the world. Examples of social media platforms include Facebook, Twitter, Instagram, Snapchat, LinkedIn, Pinterest and others.

How USSA uses social media:

USSA uses social media to engage and excite fans, members, athletes, and the media as well as to promote and market programs, events, sponsors, etc.

Guidelines for Social Media Use:

Social media is a powerful tool when used well. However, when used poorly it can have a devastating impact on an individual, and USSA's Mission and Vision. Here are some best practices for assistance. Good judgment and thoughtfulness should always be used in social media communication.

Best Practices:

Be a Good Ambassador. Always be aware that your opinions and behavior regardless of whether you identify yourself as representing USSA in some fashion can reflect on USSA.

Be Aware Social Media is Public Information. Even though you may use privacy tools, assume that everything you post on social media is public information.

Consider Your Potential Audience. Remember the social media audience is unrestricted in terms of age, gender, nationality, faith, sexual orientation, and disability. Posts can be read by children or other vulnerable populations. It's always a good idea to think whether you would be comfortable having your supervisor, your grandparent or the whole world read what you posted. If not, don't post it. If you would not be happy seeing your post in a

national newspaper or on television, then you shouldn't post it. Retweeting, commenting and similar activity that is inappropriate can also be harmful to you, others and USSA.

Do Not Create New USSA Logos or Marks

Only USSA's management team may authorize the creation of new marks or logos which incorporate USSA's trademarks. Do not create new pages or logos.

Do Not Leak Information

Do not reveal information about the teams, athletes or programs which could be considered detrimental to performance or which may jeopardize security. This may include injury status, medical treatment, training schedules or locations, contact information, criticism of FIS, USOC, USSA staff, athletes, coaches or the like.

Use Good Judgment

Refrain from comments that can be interpreted as inflammatory, slurs, demeaning, etc. Comments which include reference to a person's ethnic origin, race, nationality, faith, gender, sexual orientation, disability may result in disciplinary action including but not limited to termination of volunteer status or employment.

Respect Sponsors

USSA relies on sponsors for support. Negative comments about USSA sponsors are inappropriate and may result in disciplinary action.

Sanctions

Violations of this policy may result in sanctions which may include loss of a Key Leadership position.

Ask Before It's Too Late

If you are in doubt about the appropriateness of an action you are considering, contact Courtney Harkins, USSA Content Manager at charkins@ussa.org.