



Team SVY Social Media General Guidelines

In light of the ever-evolving technologies and online social tools, the Social Media General Guidelines have been written to provide helpful, practical advice in an effort to protect reputation and privacy of the Somerset Valley YMCA and Team SVY's coaches, athletes and families. While these "General Guidelines" may seem very comprehensive, it should be noted that they are to be considered "General" and not limited to what is stated within this document.

Social Networks

Social networks are online communities typically comprised of people with the same interests and/or activities. Social networks provide a means of communication through email, instant messaging, video, blogs, etc. Social network sites include, but are not limited to: Facebook, MySpace, Twitter, LinkedIn, You Tube, Flickr, Wikipedia, and many more.

Privacy

Although some sites may offer privacy settings, you should be aware that the internet is a public domain. Everything written or displayed on the Web can be traced back to its author. You should be mindful that any comments, videos, pictures or other information you post on the internet may be seen by members of the YMCA community and could reflect poorly upon your character or upon the YMCA.

The Somerset Valley YMCA regards social networks as a new and noteworthy form of communication. As a member of the Somerset Valley YMCA swim team we expect all who participate in social media to understand and follow these guidelines.

General Guidelines

- You are personally responsible for content published on blogs and other forms of user-generated media (e.g. YouTube). Make sure this content reflects you and the YMCA in a positive light.

- Identify yourself when possible and, if relevant, your role at the Somerset Valley YMCA when you discuss YMCA related matters. Make it clear that you are speaking for yourself (by using first person) and not on behalf of the Somerset Valley YMCA.
- When posting content to a personal social media site not related to the Somerset Valley YMCA, please add a content disclaimer such as “Unless otherwise noted, the views expressed are mine alone and not those of Somerset Valley YMCA.”
- Respect content, fair use and financial disclosure laws.
- Do not provide any confidential or private information about the Somerset Valley YMCA, its employees or its members and guests.
- Do not cite or reference members, guests, partners, employees or suppliers without their prior written approval. A child (i.e., anyone who has not reached legal age and cannot be considered an adult) cannot give their approval.
- Do not post pictures or videos of team members or guests enrolled in Somerset Valley YMCA events, programs or participating in activities at the YMCA, especially those of children.
- Do not use the YMCA or Team SVY logo or any other pictures affiliated with the Somerset Valley YMCA or the National YMCA. This includes images of the YMCA and Team SVY logo on clothing in pictures or videos.
- Respect your audience. Do not use derogatory or obscene language, personal insults, or any language or behavior that would be otherwise unacceptable at the YMCA. Show proper respect for other’s privacy and for topics that may be considered objectionable (such as politics or religion).
- Use good judgment. There are always consequences to the content you post. Proofread everything you post and if it seems questionable or makes you feel uncomfortable, reread this policy or discuss it with your practice group coach or a Parent Board member.