



FSAT Policy and Procedure for Social Media

As at October 2015

This procedure has been developed to assist The Association and its members with managing The Association's Social Media platforms.

This procedure allows The Association and its members to promote The Association in a positive and constructive way.

This procedure allows The Association to manage its members' posts and comments to ensure that these are appropriate and that the community is not being overwhelmed with posts and information. Managing Social Media platforms will ensure The Association's professional profile is maintained and that The Association is best serviced.

The following extract from the Wikipedia definition of "Social Media" is provided for clarity:

Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

Social media may be described as "a group of Internet-based applications that allow the creation and exchange of [user-generated content](#)."

Social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content.

http://en.wikipedia.org/wiki/Social_media

Procedure for Facebook

The Association and its Members may post and comment within the Association Facebook group using positive and constructive communication.

The Association and its Members may post appropriate skating-related materials including, but not limited to, pictures, videos, links, approved fundraising events, on The Association Facebook page.

The Association Committee reserves the right to remove posts or comments perceived to be non-constructive and not in the best interests of The Association. Generally, however, the Committee will prefer to maintain free speech and will itself make posts or comments to clarify or address the content of material posted by others where relevant.

