

## **SOCIAL MEDIA GUIDELINES FOR THE BC WINTER AND BC SUMMER GAMES**

### **Introduction**

The BC Games Society and the BC Winter and BC Summer Games Host Societies are actively engaged in social media to extend the reach and messages of the organizations and engage with key audiences in a meaningful way. Staff, volunteers, and participants are the best ambassadors and promoters of the BC Winter and BC Summer Games and are encouraged to take part and share their experiences through social media.

### **Guidelines**

For the purposes of these guidelines, social media means any platform for online publication and commentary, including but not limited to blogs, Facebook, LinkedIn, Twitter, Instagram, Snapchat, Flickr, and YouTube.

Only designated individuals will be given the authority to communicate through social media on behalf of the BC Games Society and the BC Winter and BC Summer Games Host Societies.

These guidelines provide direction for staff, volunteers, participants, and supporters who choose to identify their relationship with the BC Games through personal social media accounts.

1. Be authentic and transparent. Write in the first person and be clear that you are speaking for yourself and not on behalf of the BC Games Society or the Host Society.
2. Exercise good judgment. Everything online is visible to the entire world and is discoverable. Respect the privacy and opinions of others and don't reveal confidential information.
3. Personal photographs and video taken at the BC Games may be posted for personal use only and not for commercial sales or distribution.
4. Links to the official Games website [www.bcgames.org](http://www.bcgames.org) are encouraged.
5. Add value and don't spam. Social media is about building relationships, and providing worthwhile information and perspective. Do not create or imply sponsorship relationships or partnerships with the BC Games Society or Host Society.
6. Be responsible. Staff, volunteers, and participants are representatives of their community, sport, and province and are responsible for the content they publish and how they participate in social media.

7. Respect Copyright laws. Identify all copyrighted or borrowed material with citations and links. The BC Games Society and Host Society logos may not be used without permission.
8. BC Games Society and Host Society rules and policies such as Board Governance, Codes of Conduct, Privacy, and Harassment continue to apply.

### **Enforcement**

Inappropriate content, advertising, and spam may be removed at the discretion of the BC Games Society and Host Society. If a comment leads to ongoing dialogue/debate that is beyond the scope of our mandate and interest to our audience, the conversation will be moved to email, direct message, or other more appropriate forum.

Staff, volunteers, or participants who violate these guidelines may be subject to disciplinary action including withdrawal of accreditation. Participants may also be subject to additional guidelines and discipline from their relevant Provincial Sport Organization.

### **Review**

The Social Media Guidelines for the BC Winter and BC Summer Games will be reviewed every two years or as necessary.

### **Questions**

For clarification or questions on any area of the social media guidelines, please contact the BC Games Society Communications Manager.

Revised: November 1, 2016