



**Social Media Principles
for
Golf San Antonio / The First Tee of Greater San Antonio**

Revised June 18, 2015

Overview

These principles were prepared for all adults associated with Golf San Antonio (Organization) which includes Greater San Antonio Amateur Golf, Polo Field Golf Center, GSA Rules of Golf Group, GSA Event Management and The First Tee of Greater San Antonio (Chapter) including board members, employees, coaches, volunteers and mentors.

We at Golf San Antonio/The First Tee of Greater San Antonio recognize the vital importance and encourage the use of social media to promote Golf San Antonio's/The First Tee of Greater San Antonio's mission. These principles were developed to guide usage as it relates to the Organization/Chapter, ensuring the Organization/Chapter and its participants are protected in the ever-changing new media landscape.

"Social Media" is defined as text, video, images, photos, audio and other media generated by and shared with others via the internet or other electronic means.

Adults involved with our chapter are encouraged to approach social media in the same way we do the physical one – by using sound judgment, by adhering to The First Tee Nine Core Values, and by following The First Tee Code of Conduct and all other Organization/Chapter policies, procedures and legal standards. Any deviation from these standards and commitments may be subject to disciplinary review or other appropriate Organization/Chapter action.

I. General Principles of Golf San Antonio/The First Tee of Greater San Antonio in Social Media

It is important that everyone is aware of the implications of engaging in forms of social media and online conversations that reference The First Tee, the Organization/Chapter and/or the person's relationship with the Organization/Chapter, and that people recognize when the Organization/Chapter might be held responsible for their behavior.

- **Transparency in every social media engagement.** The Organization/Chapter does not condone manipulating social media by creating "fake" destinations and posts designed to mislead followers and control a conversation. Every website, "fan page", or other online destination that is ultimately controlled by the Organization/Chapter must make that fact known to users.

- **Protection of our constituents' privacy.** This means that we should be conscientious regarding any personally identifiable information of children or adults that we post. All participants and adults in posted photos/videos should have signed a model/media release form or otherwise approved use of their images in social media.
- **Respect of copyrights, trademarks, rights of publicity,** and other third-party rights in the social media space, including with regard to user-generated content. How exactly you do this may depend on your particular situation, so work with Organization/Chapter staff to make informed, appropriate decisions.
- **Responsibility in our use of technology.** We will not use or align the Organization/Chapter with any organizations or websites that deploy the use of excessive tracking software, adware, malware or spyware.
- **Child protection.** Most youth participants use social media to interact with one another, and social media can be an excellent way for Organization/Chapter adults to communicate with participants and parents about Organization/Chapter activities. However, two-deep leadership means that an Organization/Chapter should limit or prohibit situations where there are private messages and one-on-one direct contact by an adult with an Organization/Chapter participant through text messaging, email, Facebook or other digital messaging platforms. As much as possible, communication between adults and participants should take place in a public forum or, at a minimum, should include one or more young people or adults openly copied or included on the message or posting. Organization/Chapter adults should consider carefully whether or not to personally "friend" or accept a "friend request" from Organization/Chapter participants, and if so, they should be committed to including at least one other adult from the Organization/Chapter on all correspondence to participants. Participants can and are encouraged to "friend" the Organization/Chapter on the Organization's / Chapter's Facebook pages.
- **Creation of social media and pre-existing rules.** Only the Organization/Chapter is authorized to set up social media sites or domain names relating to Organization/Chapter activities. The Organization/Chapter should adhere to rules and terms of use already set in place on sites such as Facebook and Twitter, and should feel free to create additional community guidelines for Organization/Chapter pages. Keep in mind that children's online privacy laws govern what information can be collected from and communicated to children less than 13 years of age.

II. **Expectations for Personal Behavior in Social Media**

There's a big difference in speaking "on behalf of the Organization/Chapter" and speaking "about the Organization/Chapter." This set of key principles refers to those personal or unofficial online activities where you might speak about or refer to the Organization/Chapter or The First Tee in general.

- **Adhere to The First Tee Nine Core Values, The First Tee Code of Conduct, Organization/Chapter Policies and Procedures and applicable Laws and Regulations.** All Chapter constituents are subject to these values and standards in every public setting when speaking about the Chapter or The First Tee in general. In

addition, other policies, including confidentiality and protection of brand and program curriculum rights, govern everyone's behavior with respect to the disclosure of information.

- **You are responsible for your actions.** Anything you post that can potentially tarnish the Organization's/Chapter's image and reputation will ultimately be your responsibility.
- **Be on the lookout for compliments and criticism.** Even if you are not an official spokesperson for the Organization/Chapter, you are one of our most vital assets for monitoring conversations in social media. If you come across positive or negative remarks about the Organization/Chapter or The First Tee you believe are important, forward them to the Organization's Executive Director or the Board Chairman.
- **Let the subject matter experts respond to negative posts.** You may come across negative or disparaging posts about the Organization/Chapter or The First Tee, or see third parties trying to spark negative conversations. Unless you are an authorized online spokesperson, avoid the temptation to react yourself. Pass the posts along to the Executive Director or Board Chairman who are authorized to address such comments.
- **Be conscious when mixing your business and personal lives.** Keep in mind that posting information online can often be seen by more than friends and family, and know that information originally intended just for friends and family can be forwarded on. Remember NEVER to disclose non-public information of the Organization/Chapter and be aware that taking public positions online that are counter to the interests of the Organization/Chapter and The First Tee might cause conflict.

III. **Expectations for Authorized Chapter Spokespersons**

The following principles guide how our authorized online spokespersons should represent the Organization/Chapter in an online, official capacity when they are speaking "on behalf of the Organization/Chapter:"

- Adhere to The First Tee Nine Core Values, The First Tee Code of Conduct, Organization/Chapter Policies and Procedures and applicable Laws and Regulations.
- It is important that your posts convey the same positive, optimistic spirit that the Organization/Chapter instills in all of its communications. Be respectful of all individuals, races, religions and cultures.
- Online Organization/Chapter statements can be held to the same legal standards as traditional media communications. Monitor and keep records of any sensitive online dialogue pertaining to the Organization/Chapter and send a copy to the Executive Director or Board Chairman.
- As online spokesperson, ensure your posts (including responses to comments) are accurate, not misleading, and that they do not reveal non-public information of the Organization/Chapter. If there is any doubt, do not post it or seek approval from Executive Director or Board Chairman.

- If you are using another party's content, make certain that they are credited for it in your post and that they approve of you utilizing their content. Do not use the copyrights, trademarks, publicity rights, or other rights of others without the necessary permissions of the holder of those rights.
- Keep a "world view" in mind when you are participating in online conversations and remember that your local posts can have The First Tee network significance. The way you answer an online question might be accurate in some parts of The First Tee network, but inaccurate (or even illegal) in others.

Notes:

- This document adapted from The First Tee Social Media Principles.
 - Golf San Antonio "Organization" includes 5 lines of business; The First Tee of Greater San Antonio, Greater San Antonio Amateur Golf, Polo Field Golf Center, GSA Rules of Golf Group and GSA Event Management.
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I have read and accept the Golf San Antonio/The First Tee of Greater San Antonio Social Media Principles.

(name)

(date)