

**Social Media Principles  
for  
The First Tee of Central Coast  
2020**

**Overview**

These principles were prepared for all adults associated with The First Tee of Central Coast, including board members, employees, coaches, volunteers and mentors.

We at The First Tee of Central Coast recognize the vital importance and encourage the use of social media to promote The First Tee mission. These principles were developed to guide usage as it relates to the Chapter, ensuring the 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 Chapter policies, procedures and legal standards. Any deviation from these standards and commitments may be subject to disciplinary review or other appropriate Chapter action.

**I. General Principles of The First Tee of Central Coast 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 Chapter and/or the person’s relationship with the Chapter, and that people recognize when the Chapter might be held responsible for their behavior.

- **Transparency in every social media engagement.** The 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 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 Chapter staff to make informed, appropriate decisions.
- **Responsibility in our use of technology.** We will not use or align the 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 Chapter adults to communicate with participants and parents about Chapter activities. However, two-deep leadership means that a Chapter should limit or prohibit situations where there are private messages and one-on-one direct contact by an adult with a 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. Chapter adults should consider carefully whether or not to personally “friend” or accept a “friend request” from Chapter participants, and if so, they should be committed to including at least one other adult from the Chapter on all correspondence to participants. Participants can and are encouraged to “friend” the Chapter on the Chapter’s Facebook page.
- **Creation of social media and pre-existing rules.** Only the Chapter is authorized to set up social media sites or domain names relating to Chapter activities. The 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 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 Chapter" and speaking "about the Chapter." This set of key principles refers to those personal or unofficial online activities where you might speak about or refer to the Chapter or The First Tee in general.

- **Adhere to The First Tee Nine Core Values, The First Tee Code of Conduct, 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 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 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 Chapter or The First Tee you believe are important, consider forwarding them to the Chapter executive director, Board President or the social media site administrator.
- **Let the subject matter experts respond to negative posts.** You may come across negative or disparaging posts about the 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 Chapter executive director or Board President 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 Chapter and be aware that taking public positions online that are counter to the interests of the 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 Chapter in an online, official capacity when they are speaking "on behalf of the Chapter:"

- Adhere to The First Tee Nine Core Values, The First Tee Code of Conduct, Chapter Policies and Procedures and applicable Laws and Regulations.
- It is important that your posts convey the same positive, optimistic spirit that the Chapter instills in all of its communications. Be respectful of all individuals, races, religions and cultures.
- Online 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 Chapter and send a copy to the Chapter executive director or Board President.
- 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 Chapter. If there is any doubt, do not post it or seek approval from Chapter executive director or Board President.
- 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.

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I have read and accept The First Tee of Central Coast Social Media Principles.

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(name)

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(date)