

Be Responsible

- ♦ Think before you post. Ask yourself: “Would I say this in front of my coach or family?”
- ♦ Be positive. Share good news, team spirit, and things that make you proud.
- ♦ Show respect. Be kind to teammates, coaches, opponents, and fans.
- ♦ Use clean language. Keep your posts friendly and appropriate.
- ♦ Check your spelling. Clear writing helps people understand you.
- ♦ Ask before posting photos of others. Make sure they say it’s okay.

Stay Safe

- ♦ Keep personal information private. Do NOT share your home address, phone number, or passwords.
- ♦ Use strong passwords. Make them hard to guess.
- ♦ Tell a trusted adult if something online makes you uncomfortable.
- ♦ Only talk to people you know. Be careful with strangers online.
- ♦ Think twice before clicking links. Some links can be unsafe.

DON'T: Make Posts That Could Hurt You or Your Team

- ♦ Don't post when you're angry or upset. Wait until you feel calm.
- ♦ Don't bully or make fun of anyone. This includes jokes that might hurt feelings.
- ♦ Don't share team secrets or private team information.
- ♦ Don't post photos in locker rooms or private team areas.
- ♦ Don't use rude words, insults, or trash talk.
- ♦ Don't argue with people online. It can make things worse.



DO: Represent Yourself and Your Team Well

- ♦ Share your achievements. Celebrate your hard work.
- ♦ Show good sportsmanship. Be proud of your team and respect others.
- ♦ Be a role model. Younger athletes may look up to you.

Ask for Help When You Need It

- ♦ If you're not sure whether something is okay to post, ask a coach, parent, or trusted friend.



Objective

The goal of the Special Olympics Arkansas social media policy is to provide employees and volunteers with guidelines for personal and professional conduct when posting and sharing on social media. Although all social media sites have their own rules that govern what is appropriate, this policy and the recommendations listed below are in addition to those rules¹. This policy is not meant to inhibit or restrict the rights of employees under Section Seven of the National Labor Relations Act and should be read in conjunction with all other policies.

WHAT IS SOCIAL MEDIA?

What defines and constitutes social media changes regularly. In summary, social media is a form of communication that is comprised of Internet based platforms that allow for the sharing of information. Information shared on social media includes: text, photos, audio and video. Social media is comprised of multiple platforms like Facebook, YouTube, Flickr, Instagram, Twitter, Vine, Pinterest and also includes email and mobile devices.

HOW SPECIAL OLYMPICS ARKANSAS USES SOCIAL MEDIA

Special Olympics Arkansas uses social media as a way to connect with current and potential athletes, coaches, donors, volunteers and parents. We use social media as a tool to learn more about what is important to these groups as well as share important information about Special Olympics Arkansas. The official social media channels for Special Olympics Arkansas include:

Facebook

www.facebook.com/specialolympicsarkansas

Twitter

@SOArkansas

YouTube

www.youtube.com/user/SpecialOlympicsArkansas

Instagram

@SOArkansas

¹ *This policy is not intended to be a contractual commitment by Special Olympics Arkansas. Employees shall not construe it as such. Special Olympics Arkansas reserves the right to revoke, change or supplement this policy at any time without notice. Such changes shall be effective immediately, unless otherwise stated.*



GUIDELINES

Social sites are just that – social. While privacy does not exist in the world of social media, almost every social site has privacy settings that can help protect your privacy. That said, your personal and professional life could overlap when what is shared becomes part of the public domain and may reflect on the author personally and/or professionally. Remember that even after being deleted, comments and posts continue to live online in archival systems.

USING SOCIAL MEDIA FOR ALL SOCIAL MEDIA SITES, INCLUDING PERSONAL

- Always protect confidential & proprietary information. Do not publish confidential information about Special Olympics Arkansas, athletes, staff, volunteers, families and community partners/sponsors.
- Be mindful of copyright & intellectual property rights of others and of Special Olympics. Individual bloggers and webmasters may be held accountable for the information that they publish on their sites if it is illegal, defamatory, copyrighted, etc.
- Delete any profane or derogative comments on your personal social media pages. Always report posts that you feel are threatening, harassing or inappropriate.
- Respect the privacy others. Do not publish or tag photos of others without their permission. Additionally, avoid publishing someone's last name, school or place of employment on social media if you do not have their permission.
- Remember that many aspects of the law have not caught up with social media; it is important to note that what you publish may be subject to public disclosure in legal proceedings.
- Always stay focused on your job. Special Olympics Arkansas encourages communication but employees should use social media for work purposes only. Personal use of social media should occur on personal time.

USING SOCIAL MEDIA INTERNALLY

- You should only make a social media account in the name of a Special Olympics Arkansas sub program with approval from a supervisor or the Director of Marketing. All Special Olympics Arkansas Facebook pages must include a member from the Communication Department as an administrator.
- If someone asks you a question outside of your expertise on social media, try to direct the person to the proper resource.
- Do not act as a spokesperson. Refer all requests for attribution/comment to the Special Olympics Arkansas marketing department.



- Social media is highly visual; sharing information, photos and videos is commonplace. Remember that Special Olympics Arkansas policies regarding the use of photos and images apply online as well as in print. Contact the Marketing Department with any questions about using images of athletes, volunteers and families.

REPRESENTING THE SPECIAL OLYMPICS ARKANSAS BRAND ONLINE

- Keep your personal views separate. Use a disclaimer when expressing an opinion regarding the organization's actions or if you identify yourself as a member of the Special Olympics community. Specifically, the author should state that the opinion expressed is his/her personal opinion and not the opinion of Special Olympics Arkansas.
- Avoid conflicts of interest and maintain a distinction between your personal identity and the identity you represent on behalf of Special Olympics Arkansas.
- Additionally, do not comment anonymously, conceal or misrepresent your identity in your online activities.
- Do not use the Special Olympics Arkansas name or logo to promote or endorse any product, religion, cause, political party or candidate.
- When instances of misinformation occur in social media posts or comments, respond with facts and data. Avoid arguments and confrontations online. If you see a comment that would warrant an official response from Special Olympics Arkansas, contact the Marketing Department.
- Use the Special Olympics logo in accordance with branding guidelines set forth in the Marketing Manual and online.



BEST PRACTICES: BE AN AMBASSADOR OF THE SPECIAL OLYMPICS BRAND

- **Be respectful and use your best judgment.** A good rule of thumb is to never write anything you would not want to see on the front page of the paper.
- **Think twice before posting.** If you are angry or frustrated, take a few hours before hitting send. Privacy does not exist in the world of social media so consider what could happen if a post becomes widely known and how that may reflect on the author and/or Special Olympics Arkansas.
- **Strive for accuracy.** Always verify the accuracy of any facts and review your content for grammatical and spelling errors. This is especially important if posting on behalf of the Special Olympics Arkansas in any capacity.
- **Have a plan.** Consider your messages, audiences, goals and strategy for keeping information on social media up to date. The Marketing Department can assist and advise you with social media planning.
- **Be a valued member.** When you join a social network like Facebook, be a valued member of that online community by sharing information that is relevant, useful and valuable. Be authentic and don't forget to share the stories and photos that make your program unique.
- **Link back.** Always link your posts to the source of information. Ideally, posts should be brief and redirect a visitor to content that resides on your website or SpecialOlympicsArkansas.org.
- **Code of Conduct.** In the spectrum of social media, it is important to remember that the Code of Conduct also applies.



1. Use Social Media for a new channel not to replace an old channel, to increase network you must engage the other avenues while engaging social media.
2. Social Media is best used as a conversation starter, force reflection on your audience through your posts.
3. Be useful, focus on being a distribution channel of information and heart warming stories
4. Tell a story and use visuals, pictures are worth more than words.
5. Post year-round not just in peak times.
6. Engage your social network to share and grow your message.
7. Be cognizant that your personal page is also a reflection of Special Olympics and our values.
8. Ask direct questions to your audience, they will help if they know you have a need.
9. Utilize the youth leaders in your area to manage your page at events
10. Create hashtags to utilize other volunteer photos
11. Polish your pictures, capture true impact and movement. Less headshots and more powerful statements through visuals
12. Be social with your posts by interacting with those that share and post to your page.
13. Humanize our cause; tell the story of why we are URGENT and necessary through your posts.
14. Tell our story through posts; provide a good ratio of calendar updates and impact stories.

