



Think About Consequences

What you post may affect your future. Many university school admissions officers, scouts, professional teams, national governing bodies, volunteer organizations and employers review social networking sites as part of their overall evaluation of an athlete, candidate or employee.

Carefully consider how you want people to perceive you before you give them a chance to misinterpret your information (including photos, videos, comments and postings).

Once again, it's all about judgement: using your blog to trash or embarrass the OTFC, our customers, or your co-workers, is dangerous and ill-advised. Always think twice before posting: If you wouldn't want your parents, friends, coaches etc. to read what you have posted then DON'T.

Disclaimers

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble - it may not have much legal effect.

Wherever practical, you must use a disclaimer that states while you work or volunteer for the OTFC, anything you publish is your personal opinion, and not necessarily the opinions of the OTFC.

Don't forget your day job.

Make sure that blogging does not interfere with your job or commitments to members.



Social Media Tips

The following tips are not mandatory, but will contribute to successful use of social media.

- The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.
- Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is whether your blog looks decent, and take their advice on how to improve it.
- The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.
- Consider the possibility that your commentary could be taken out of context. Stay focused on the information or message you want to convey. Make sure you have all of the facts before you post.
- If your commentary could have a high positive or negative impact on the OTFC, consider notifying a OTFC Executive Member so the OTFC can prepare to either further promote or mitigate the outcome.
- Every time you post something, it is PERMANENT. Any comments, text or photo placed online is completed out of your control the moment it is placed online – even if you limit access to your site. Information (including photos, videos, comments, and posters) may be accessible somewhere by someone even after you delete it.



Ottawa TFC



Enforcement

OTFC is the expectation of the OTFC that employees, contractors and volunteers will promptly advise the OTFC webmaster or Club Administrator of any facts or circumstances which may suggest a breach of the policy. This may include taking prompt action to remove the offending material if possible.

The OTFC does not monitor personal websites but will address issues that violate established Club Policies and Social Media guidelines.

You should also be aware that the inappropriate or unlawful use of social media may expose you to personal legal liability. The OTFC will not be held liable for the acts and omissions of anyone who is in breach of this policy. In circumstances where you fail to comply with this policy, you will be subject to the OTFC's disciplinary action, up to and including discontinuing your association with our Club and termination for cause.

Approved for external use
by the OTFC Board of Directors
on May 12 2015