

SOBHD Social Media Guidance 2018





Social Media Guidance

Introduction

Social media continues to grow in popularity and can provide SOBHD and individuals with a range of benefits.

Alongside all of the benefits of social media come some important cautions, especially when it comes to contact between adults and children.

Social communications are public statements at all times – even if created with private intentions.

Once something is put on line, there is almost no taking it back and it is almost impossible to delete.

Social Media Guidance

Purpose of guidance:

- Empower those involved in Highland Dancing to utilise social media in a safe, sensible and professional manner which both promotes the sport and protects the safety and wellbeing of all participants.
- All participants need to balance the benefits of instant and wide communication and the risks involved in using it inappropriately.



Social Media Guidance

Consideration should be given to:

- Postings by you
- Postings by others linked to you



Social Media Guidance

Postings by you:

Before posting please consider:-

- Lines between public and private can get blurred and this can impact on an individual's professional reputation.
- Before posting you should stop and ask yourself – might this reflect poorly on me, are you confident that the post, if accessed by others, would be considered reasonable and appropriate?
- Posting photos from social events.



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Postings by others linked to you:

- Posted by children or parents commenting on your professionalism or professionalism of others.
- Friends posting comments with inappropriate language on your profile.
- Tagging you in photos from social events.



Social Media Guidance

Do's

- Do pause and think about what you are saying.
- Do think about your image – what do people think about what you are posting
- Do think about what other people's posts you like or share online.
- Do consider who you are interacting with –minors.
- Do remember that what you post can go viral very quickly.



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What we would recommend:

- Don't speak negatively about team mates, competitors, officials or governing bodies. Always be professional and respectful.
- Don't assume anything you delete will completely disappear.
- Don't post comments or respond to comments when you have been officiating at a competition.

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Consideration should be given to:

Adults being friends with minors on social media.



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These recommendations aim at establishing appropriate social media conduct.

Be mindful that communication and links made, need to be considered appropriate by others.

Always consider your position as a role model.

SOBHD strongly recommends that judges do not post or comment about individuals or dance schools to avoid any suspicion of biased judgement.