



Social Media Policy

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1 Introduction

Social media has changed the way in which society communicates. Row the Erne (hereafter referred to as RtE) has established the following guidelines for appropriate use of social media, including but not limited to:

Networking sites (i.e. Facebook, LinkedIn, Twitter, Instagram);

- Video and photo sharing sites (i.e. Flickr, ItTube);
- Messaging platforms (i.e. Messenger, WhatsApp);
- Blogs, wikis, online forums and message boards (e.g. Quora); and
- Internal messaging systems (e.g. Slack, Yammer)

These guidelines apply to both RtE’s sponsored social media and personal use as it relates to Row the Erne.

2 Guidelines

Crew refers to any person who is on a RtE vessel or supporting on the land.

- Transparency:
Anything shared that is related to RtE and/or associated with RtE in any way, the person must add a disclaimer in their personal profile such as: "Views expressed are my own."
- Good Judgment:

Remember that anything shared online is permanent. Crew need to be very aware of what they say and do online. Ultimately, each individual is responsible for what they write, which can not only reflect on themselves personally but also on RtE. If what the person is thinking of writing gives concern, pause, and reach out to us for guidance.

- **Values & Policies.**
Guidelines for functioning online are the same as the values, ethics, and confidentiality policies. The Club expects to be upheld in general.
- **Protect Confidential Information.**
Never share RtE's confidential or proprietary information or share upcoming news about RtE. Examples include but are not limited to: financial information; information on crew, partners, or suppliers.
- **Proceed with Caution.**
If Crew should encounter negative posts about the RtE, please let the committee respond or, if there is a belief that the committee are unaware of the incident, alert them by email. There is a committee member monitoring social media, and they will deal with these types of situations.
- **Respect Our Brand.**
Crew are not allowed to create or manage RtE branded social media accounts without official permission from RtE.
- **Stay Legal.**
Respect copyright and fair use laws. Give credit where credit is due.